

Southwest **BUSINESS**

MAY
1936

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OFFICIAL TEXAS CENTENNIAL EXPOSITION MAGAZINE



LATEST AIR VIEW OF TEXAS CENTENNIAL PARK

—Journal Staff Photo from Dallas Aviation School Plane piloted by Hart Bowman.

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Southwest BUSINESS

Established 1922

PUBLISHED IN THE INTEREST OF THE BUSINESS,
INDUSTRIAL AND CIVIC LIFE OF THE SOUTHWEST

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Advertising rates on application. Subscription rates, \$2.00 per year. Single copies 20 cents. Foreign \$3.00 per year. Published monthly and entered as second class matter, February 6, 1922, at the Postoffice at Dallas, Texas, under the act of March 3, 1879. Copyrighted, 1935, by The Dallas Chamber of Commerce. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone 2-5425. Night Telephones: Editorial 5-9053; Advertising 5-3586. Southwest Business is owned and published by The Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to business men. Neither Southwest Business nor The Dallas Chamber of Commerce stand sponsor for or are committed by the views expressed by authors in these articles.

SOUTHWEST BUSINESS • May, 1936

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Forced to acknowledge that LaFayette alone gives customers, at small-car prices, all important engineering advantages found in high priced automobiles, competition turns to resale value.

This is an important consideration . . . and I tell you that LaFayette leads in high resale value . . . as in all other respects.

The National Automobile Dealers' Association publishes each month actual prices at which all makes of used cars sold for the previous month. Each dealer-member reports his sales of used cars, by makes, models, and body types. The National Association then publishes the average prices at which all cars actually sold in each district of the nation. This provides the one and only authentic source of information regarding used car value. What Dunn and Bradstreet is to credit ratings, this "Official Used Car Guide" is to those seeking facts regarding automobile resale value.

Reference to this accurate source of information shows that LaFayette owners enjoy the highest resale value of all who buy new cars offered at small-car-prices.

There is nothing strange about this. LaFayette is so much more car . . . so much better car . . . that it is selling itself to careful buyers who investigate before they buy. It follows, as day follows the sunrise, that the greatest value new car will also have greatest advantage in high resale value.



LaFayette was built and proved in the \$1200.00 field for a number of years. To bring a new, large production, influence to bear on his over-all program, Mr. Nash marked down the price of this very fine light car, to compete with the lowest priced field. That's why LaFayette does not take its hat off to any car . . . at any price. LaFayette owners enjoy all the costly car's luxury

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You can now furnish your representatives with the safest, most comfortable type of motor car, and at the same time, lower your transportation costs.

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EDITORIAL . . .

Dallas Business Leads

Business statistics for the first quarter of 1936 show that Dallas continues its wide margin of leadership in the Southwest, both in total volume and in percentage gains over last year. The figures follow:

Bank Clearings	
Dallas	\$534,044,212
Second city	413,534,516
Bank Debts	
Dallas	\$634,986,000
Second city	522,139,211
Postal Receipts	
Dallas	\$976,747
Second city	574,854
Building Permits	
Dallas	\$5,088,574
Second city	7,093,549
Telephones	
Dallas	76,097
Second city	73,883
Motor Car Registrations	
Dallas County	96,160
Second county	96,077

Only in the matter of building permits is Dallas under the second city, due largely to the fact that the second city is engaged in a huge school building program involving the expenditure of several million dollars of public money. Eliminating public building from consideration, Dallas is leading all cities in the Southwest by a comfortable margin in private construction.

Federal Farm Program

Under the Soil Conservation and Domestic Allotment Act, the Secretary of Agriculture hopes to establish a permanent farm program suitable to the needs of the various divisions into which the country has been divided for administration purposes.

The Southern division is made up of South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Texas, and Oklahoma. Cully A. Cobb, Former Cotton Administrator, will administer the new law in this division.

Congress has appropriated \$470,000,000 for the purpose of this act. Payments to farmers who agree to carry out the minimum requirements of the Conservation Act by reducing the acreage of soil-depleting crops, and by planting soil-conserving and soil-building crops, the Secretary of Agriculture hopes will reduce surplus crops of soil-depleting crops by 30,000,000 acres.

Cotton, grain sorghums, corn, peanuts, rice, sweet sorghums, and small grains harvested for grains are Texas crops classed as soil-depleting; but cotton and peanuts—the latter harvested for nuts—are the two crops in which farmers are most interested.

Acreage taken out of cotton (using the old basis) and planted to soil-conserving and soil-building crops will be paid for at the rate of five cents per pound, average production over the base period. Peanuts will

be paid for at the rate of one and one-half cents per pound. Other crops will be paid for on basis of production, the exact figure not yet being announced. The average for the country will not be more than \$10 per acre.

Farmers will also be paid up to \$1 per acre put into soil-conserving and soil-building crops, if these acres were formerly in soil-depleting crops.

The act will be administered through State and county committees, as was the AAA program.

Payments will be divided between landlord and tenant on the following basis:

Thirty-seven and one-half per cent to the man furnishing the land.

Twelve and one-half per cent to the man furnishing the work stock and implements.

Fifty per cent to be divided as the principal soil-depleting crop, or its proceeds, is divided.

This program will be in force during 1936. Changes are probable for 1937 in correcting errors discovered in 1936. After 1937, States must co-operate, if farmers are to have the opportunity to participate in a National program.

No contracts are signed, and the entire program is voluntary. No penalties are assessed. Payments are made only when co-operating farmers carry out their agreement with the Department.

Centennial Entertainment

So much has been said about the historical and educational features of the gigantic Texas Centennial Exposition to be held in Dallas, beginning June 6, that its lighter aspects of entertainment and amusement have not received the notice they deserve.

Without question, Centennial officials have assembled for this Exposition the greatest variety and the finest selection of Midway attractions ever gotten together for a world's fair. They have had their choice of the greatest attractions of this country and Europe, and they have exercised diligence and care in making their selections.

The Texas Centennial Exposition will offer only the cleanest and the best that is available in the way of amusement attractions; at the same time it will provide such an abundance and variety of features that visitors, no matter how long they may remain, will find ample facilities for keeping them amused and entertained throughout their stay.

Centennial Highway Map

One of the finest pieces of advertising yet produced in connection with the Texas Centennial is the new Centennial Edition of the official map of Texas' highway system, issued by the State Highway Commission at Austin. The map not only contains all the information that one expects from a map but also carries illustrations in which virtually every part of Texas is represented. This map is to be given to motorists who come to Texas during the Centennial.

*A Favorite in all parts of
the civilized world!*



BOTTLED UNDER
SUPERVISION OF
THE CANADIAN
GOVERNMENT

—
AGED SIX YEARS
IN THE WOOD

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PEORIA, ILLINOIS
WALKERVILLE, ONTARIO

Southwest BUSINESS

Business Review and Outlook in the Southwest

Federal Reserve Summary

BUSINESS and industrial conditions in the Eleventh Federal Reserve District continued generally favorable during the past month. Sales at department stores in larger cities evidenced a gain of seven per cent as compared with the previous month, and were sixteen per cent larger than in February, 1935. Distribution of merchandise in most reporting lines of wholesale trade registered large increases over a year ago, and in some lines the January to February changes were more favorable than usually occur at this season. While debits to individual accounts at banks in principal cities were ten per cent smaller than in January, they exceeded those of February last year by seventeen per cent. Commercial failures in this district were fewer and the volume of indebtedness was smaller than in either January this year or February last year.

The valuation of building permits issued at leading cities reflected an expansion of eighty-one per cent over that in January, and was more than five times greater than the total for February, 1935, due largely to extraordinary building activities in two cities although healthy increases were shown in most of the other cities.

The agricultural and livestock industries are confronted with a deficiency in surface moisture over a large area of the district at a season when an adequate supply is needed for planting operations and to stimulate the growth of small grains and range vegetation. However, with a good subsoil season obtaining over the major portion of the district, the situation would show rapid improvement should widespread rains occur in the near future. According to the March 1 report of the Department of Agriculture, range and livestock condi-

tions in this district are in about average condition and much better than a year ago.

The investments of member banks in selected cities showed a decline between February 12 and March 11, but the reduction was partially offset by an increase in loans. The daily average of combined net demand and time deposits of member banks amounted to \$771,136,000 in February as compared with \$782,745,000 in January. While Federal Reserve Bank loans to member banks on March 15 were larger than a month earlier or a year ago, the volume of such loans continued small. Federal Reserve notes in actual circulation rose to \$75,060,000 on March 15, which was \$2,555,000 higher than on February 15, and \$26,905,000 above the circulation on March 15, 1935.

Oklahoma Summary

The unadjusted index of employment in Oklahoma was 95 for February compared with 97 for January and 97 for February, 1935. After adjustment for seasonal variation this index was 98.9 for February, 100.1 for January and 100.9 for February last year. The unadjusted payroll index was 82 for February, 83 for January and 77 for February, 1935. The index of payrolls seasonally adjusted was 82.4 for February compared with 85.2 for January and 79.1 for February last year.

The Annalist weekly index of wholesale commodity prices was 125.0 for the week ending March 3 compared with 124.7 for the week ending February 25 and 127.2 for the week ending February 18. The index for the first week ending in March this year was unchanged from the index of the corresponding week of last year.

Prices received by Oklahoma farmers as of February 15 showed the following

increases compared with January 15: cattle, forty cents a hundred; hogs, thirty cents a hundred; butterfat, two cents a pound; chickens, 0.3 cents a pound, and eggs, 2.3 cents a dozen. The price of wheat declined three cents a bushel and the price of cotton declined 0.5 cents a pound. The price of corn was unchanged from January 15.

The index of Oklahoma department, clothing and furnishing stores sales seasonally adjusted rose from 101.4 for January to 108.2 for February. This index was 97.6 for February, 1935. The Federal Reserve index of department store sales in the United States, adjusted to the basis of the average month 1932-1934 equaling 100.

Texas Bank Gains

Resources of Texas banks on March 4 were \$13,116,123 greater than on the corresponding date a year ago.

Total resources of 438 banks on March 4, 1936, were \$205,548,376, as compared with \$192,432,253, the resources of 451 banks on March 4, 1935.

Individual deposits a year ago totaled \$120,896,798, while this year they had increased to \$126,461,961, a total increase of \$5,565,162.

Time certificates of deposit totaled \$18,135,017, an increase of \$6,327,412 over the total of \$11,807,604 in this category a year ago.

Since the discovery of oil at Nacogdoches in 1866 to the early part of 1936, Texas royalty holders have been paid \$545,275,000 on the basis of one eighth of the total oil produced. During the same period, the total value of the production has been set at \$4,464,197,000.

The capitol at Austin was built for the State in exchange for 3,000,000 acres of public land that was converted into the XIT ranch, at one time the largest in the world.

Marketing of Bermuda onions in the Laredo district got under way early in April. This year's crop in that region alone is expected to total 1,600 carloads.

Oil to Have Prominent Part in Texas Centennial Exposition

OIL, Texas' greatest single source of wealth, will play a leading part this summer in the Texas Centennial Exposition, where the complete story from the search for the black-green gold to the finished product will be told.

Five major companies are erecting their own buildings, and two others have taken large space in the \$100,000 Hall of Petroleum. Humble Oil & Refining Company has taken the entire center section of the Hall of Petroleum. Fourteen dioramas, including the famous Goodnight ranch and other historical and important Texas oil fields, will depict the history of the industry in Texas. Short lectures, delivered over a public address system, will supplement the dioramas.

Huge geological relief maps, sunk into the floor, will show Texas as it is conceived to have been 3,000,000 years ago in contrast to the present. Cross sections of Texas oil fields, showing formations through which drills have passed to a depth of around 12,000 feet before oil was encountered, will be a feature of the display.

The Pennzoil Company will show sound movies in an elaborate theater of various phases of production, refining and sale of oil and gasoline. This theater in the Hall of Petroleum will be surrounded by exhibits of oil supply and manufacturing concerns.

They Like Rural Rhythm

The Gulf Oil Corporation is erecting a \$150,000 Radio Building. This building, from which all radio concerns may broadcast, will house two main studios, a master control room and offices for the staff of technicians, production men and script writers. The building will be in the shape of a flat U, with inside walls of glass to permit the public to view a major program broadcast in its entirety.

From the studio and fourteen remote control stations on the ground fourteen individual programs can be originated at one time and broadcast to transcontinental chains, regional chains or combinations of one or more of the twenty-six banks of loud speakers on the exposition grounds. Commercial programs will be arranged for any concern desiring them. Programs appropriate to certain sections of the grounds will be a feature of the broadcast, providing light, peppy music at the gates; soft, restful, semiclassical selections in sections where visitors seek relaxation. Hillbilly music will be provided for the agricultural and livestock exhibits.

Dinosaur Exhibit

Display of production methods will be the chief feature of the \$75,000 Texas

Company exhibit, which will provide a travel bureau, lounges and restrooms for visitors. On the lagoon side of the building the Texas Company is constructing a terraced patio for the comfort of exposition visitors.

Graphic displays of how, through the ages, oil has formed, matured and mellowed will be featured in the \$50,000 exhibit of the Sinclair Company. The building of this firm will be in the shape of a prehistoric dinosaur in keeping with the advertising emblem of the Sinclair Company.

The Continental Oil Company is spending \$75,000 on the construction of a "House of Hospitality." The structure will be a Southern Colonial mansion featuring an information bureau and lounges and reception rooms.

A swanky \$75,000 "Salon Moderne," elaborately and tastefully decorated, will be the contribution of the Magnolia Petroleum Company. Lounges and reception rooms will abound in the structure.



Newsprint Shortage Faces Publishers

Publishers of the United States will soon be face to face with a shortage of newsprint.

Canada is fast approaching her capacity, and with an ever-increasing overseas demand for newsprint, publishers in this country, long dependent on Canada, will have to decide one of two things:

Either pay the higher price which this demand will cause or,

Look for a new source.

These are the only alternatives. For Canada will be unable to supply the requirements of this country. Already her mills are operating within eleven per cent of capacity. Operations are becoming more costly as supplies are becoming more inaccessible.

Furthermore, the cost of increasing mill capacities to cope with the shortage would be prohibitive. An investment unlikely to bring in any returns would hardly attract money.

Experts are already predicting that Canadian newsprint will rise to forty-five dollars per ton in 1937 when the shortage is expected to become acute. And at the same time, they are speculating on fifty dollars and fifty-five dollars a ton newsprint for 1938.

Under these circumstances it is fortunate that the United States is on the threshold of self-containment in newsprint.

In the South there are vast forests of slash pine sufficient to supply the

newsprint requirements of the entire country in perpetuity, even in 1950 when experts predict an annual consumption of 5,080,000 tons, as compared with 3,813,000 tons in 1929.

Skeptics have doubted the feasibility of producing marketable newsprint from this pine. Despite the moanings of these Jeremiahs, propagandists and northern mill interests which fear that the development of such an industry would jeopardize their own commitments, it can be done. It has been done by Dr. Charles H. Herty of the Savannah Paper and Pulp Laboratory.

Through the financial support of Francis P. Garvan, president of the Chemical Foundation, and through the efforts of the State of Georgia and Georgia publishers, Dr. Herty has proved beyond a doubt that slash pine newsprint compares favorably with the Canadian product and can be produced at a much lower cost.

Southern newsprint has undergone every test which it will meet in the commercial field. Pulp produced from the slash pine at the Savannah Laboratory has been shipped to a Canadian mill and converted into newsprint on a commercial paper-making machine. There was no hitch in the conversion as the doubting Thomases had predicted.

And the finished product was used to print a special edition of Georgia newspapers. The pressmen met with no trouble during the run. The readers obtained a paper which represented the efforts of American enterprise. It culminated the years of research of Dr. Herty and his associates. It proved that the United States can be self-contained in another industry.—Newsdom.



Oil Industry Lowers Element of Chance

Since its inception seventy-six years ago the petroleum industry has reduced the element of chance in the discovery of oil from a 1,000 to one gamble to a ten to one chance, the fact-finding section of the American Petroleum Institute reports.

It places the total number of wells drilled during the history of the industry at 870,000 and of this number 720,382 wells were completed during the period from 1900 to 1934.

The industry's steady improvement of drilling technique has increased the possible drilling depth from fifty-nine feet to three miles, thereby opening up new reservoirs, which have previously been locked against man, the report asserts, thus expanding the recoverable oil resources of the Nation.

Because drilling dry holes is expensive, the cost of drilling sometimes costing several hundred thousand dollars, the saving effected by 990 times as sure as it once was has greatly reduced the cost of petroleum products to the consumer, the section's report states.

It places the number of wells now producing at 333,000.



The Port of Beaumont.

Beaumont, Founded in 1836, Celebrates Its Centennial

By P. F. LAWSON, Publicity Director,
Beaumont Chamber of Commerce

BEAUMONT received its name and started on its career in 1836. A city is celebrating a Centennial with a State! The River Neches, coming from the primeval forests and running down over the flat coastal prairie to enter the Gulf of Mexico at Sabine Pass, gave Beaumont the natural position for the establishment of commercial ventures in lumbering and cattle raising.

There was no fighting against inland waterways in those earlier days. Cotton and other products of interior East Texas found the Neches River the only way of transportation to coastwise and ocean carriers. Lumber mills found an outlet for their product. River boats served communities two hundred miles up the Neches and its tributary Angelina.

Then came the railways and upper-river navigators found their business unprofitable. The channel was neglected and used only for the rafting of logs to the lower mills. Overflows brought stumps and other debris into the channel. From Beaumont northward navigation of the Neches became a risky venture. Southward to the sea the channel was kept open but its shoal filled bends made it impossible for craft of any considerable depth to serve the shippers and receivers.

Developed Port for Oil

In 1901, with the opening of Texas' first great oil gusher on the outskirts of Beaumont, the Spindletop oil field attracted National attention. A new commodity seeking a world market had arrived. Refineries were built but the railways were not able to handle their

immense output. An entrance had to be made for great tank steamers. Beaumont matched money with the Federal Government and in 1916 the channel to the Gulf had a minimum depth of twenty-six feet. The total tonnage in 1917 was 674,058. There was a rapid development necessitating a deeper channel. Within five years the channel was deepened to thirty feet minimum. Here are the figures showing tonnage growth: 1922—3,041,747; 1928—10,288,091 with a steady growth each year until in 1935 the total approximated seventeen million tons.

Although oil provided the impetus for the opening of the deep channel and continues to lead other commodities, there has been a splendid growth of "dry" cargoes such as lumber, rice, cotton, machinery, steel, carbon black, salt and scores of other articles of export and import. To handle these cargoes the City of Beaumont, through its Port Commission has maintained a continuing program of improvements. Docks and warehouses have been constructed almost in the heart of the city. Connection has been established with 14,000 miles of inland waterways. Plans have been drawn for still further extensions. The great Southwest is becoming more and more familiar with Beaumont's shipping and receiving advantages.

Has Office in Dallas

Beaumont Port Commission now maintains an office in Dallas to contact the industries of East, North and West Texas, as well as Oklahoma. Beaumont's dock terminals regularly receive

salt from Saline, Texas; soapstock from the packing houses of the Dallas-Fort Worth area; carbon black from Texas and Oklahoma, flour, feed and other commodities.

Regular steamship services connect Beaumont with the ports on the Atlantic Coast, with Cuba, Haiti, San Domingo, Puerto Rico and other Latin American points, and also with the great overseas shipping centers. The Neches River has become of immense importance to the Southwest and has played a large part in making the great Centennial picture of progress presented by Texas this year.



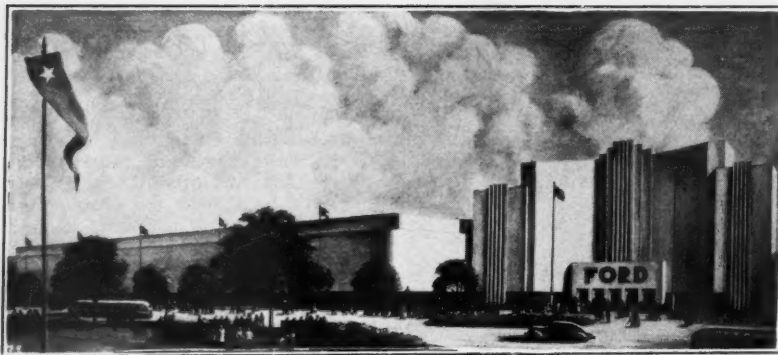
Uses Make Cottonseed Important Cash Crop

Cottonseed, which less than eighty years ago was a worthless by-product of growing cotton for its lint value, is today one of the important cash crops of the country. It is hardly conceivable that in 1857 the State of Mississippi penalized gin owners for dumping cottonseed in waterways when it is considered that in the year ended July 31, 1935, the value of crude cottonseed products amounted to no less than \$178,000,000. The distribution of the value of crude cottonseed products in that year was as follows: Cottonseed oil, \$91,849,000; cake and meal, \$54,023,000; hulls, \$10,260,000; and linters, \$21,606,000.

Thus, the seed has become of major importance, not only to the cotton growers, but to the entire edible and inedible oil industry. Even today, however, a 10,000,000-bale cotton crop is commonly thought of in terms of that much lint cotton. How many persons not directly interested realize that a cotton crop of this size yields in addition to the lint, approximately four and one-half million tons of cottonseed, of which about eighty per cent is crushed, yielding roughly 1,000,000,000 pounds of edible oil, 1,500,000 tons of forty-one per cent protein content meal or cake, 950,000 tons of hulls, and approximately 650,000 running bales of linters? In the year 1934-35, the farm value of the cottonseed was equivalent to one fourth of the value of the lint.

While the major importance of the seed is in its edible oil content, the other products have very extensive uses. Cottonseed cake and meal, for example, are important feeds used by the cattle and dairy industry and are also utilized to some extent as concentrated feeds for hogs, sheep, horses, mules, and poultry. Considerable quantities are also used for fertilizer.

In addition to providing a roughage for livestock, the cottonseed hulls are used in such widely diversified industries as the manufacture of baseballs, horse collars, and chemicals. Linters are used largely in the manufacture of explosives, rayon, cotton batting, felt for mattresses, in the paint and varnish industry, and in the manufacture of such products as cellophane, bakelite, collodian, sausage casings, photographic films, paper, plastics, and surgical dressings.



Ford Exhibit at Texas Centennial.

Work Rushed on Ford Exhibit Building

Above is a drawing of the Ford Motor Company exhibit building now nearing completion at the Texas Centennial Exposition, which opens in Dallas on June 6.

The structure, which will have a complete air cooling and humidifying system, will contain 55,000 square feet, of which 43,000 will contain a group of exhibits showing manufacturing and testing processes used by the Ford Motor Company at its River Rouge plant at Dearborn, Mich. There will also be a pageant of transportation, dioramas showing the progress of raw materials from the soil of the Southwest to the finished parts of Ford cars, and an exhibit from the Henry Ford Trade School.

An outdoor court adds 36,000 square feet to the exhibit's total space. The court will be attractively landscaped with trees, shrubs and flower beds. There will be comfortable chairs and benches distributed in the court where visitors may relax in the shade under colorful umbrellas. There will also be a display of passenger and commercial cars and trucks in the court.

On one side of the Ford Building will be a group of nine reconstructed historic roads and trails known as the "Roads of the Southwest." Each unit of the series will be surfaced with an exact duplicate of the original paving material used on the roads which played important roles in the development of the Southwest. Included in the roads will be San Antonio Road, Fort Worth Pike, "Chisholm Trail," Butterfield Stage Road, Santa Fe Trail, Pan American Highway, Yuma Road, Magazine Street in New Orleans, and Main Street in Dallas.



Cotton Exports Increase

United States cotton exports for seven months, August to February, 1935-36, aggregated 4,409,000 bales, valued at \$283,744,000. Japan was leading buyer with 1,115,000 bales.

Total export represents a volume increase of 1,154,000 bales, or thirty-five

per cent, and value increase of \$60,490,000, or twenty-seven per cent, when corresponding figures of 3,255,000 and \$223,254,000 for 1934-35 are considered.

Exports in February alone amounted to 406,000 bales, valued at \$25,920,000, a substantial gain over the 390,000 bales, valued at \$26,532,000 recorded for February, 1935.

Larger shipments were recorded for the United Kingdom, Germany, France, Poland, Canada, Sweden, Belgium and the Netherlands during the seven-month period of this season, compared with the corresponding period of 1934-35, but smaller shipments occurred in the case of Japan, Italy, Spain and China.



1936 Texas Almanac

The book of 100,000 facts—the 1936 edition of the Texas Almanac—is just off the press. It is the largest volume in the history of this publication—a total of 512 pages, on better grade of paper and more profusely illustrated. The 1936 book, although designated as the "Centennial Edition" and compiled in tribute to the grand celebration in Texas this year, misses only twenty-one years of reaching its own centennial year, having first been issued in 1857 by the Galveston News, the parent organization of The Dallas News, its present publishers.

While much new material of historical nature is included in the new issue, none of the chapters that has made The Texas Almanac the standard reference book of Texas in the past has been omitted. The names of several thousand individuals appear in its pages.

Features of the current issue include an extensive description of the Texas Centennial, including celebrations at Dallas and other points in the State, an outline of the history of Texas from its beginnings to the present, an illustrated chapter on the wild flowers of Texas, lists of the different kinds of trees and wild animals found in Texas, extensive lists of historic old towns and origins of names of Texas towns, a text of the State Constitution with all its amendments and brief account of submission

of all adopted amendments since adoption of the Constitution, and the new farm census figures of 1935. There is much of interest for the coming political campaign, including the current poll tax payments by counties. All figures on State, county and city bonded debt are brought up to date. There are several chapters devoted to points of interest for the Centennial tourist in Texas, and a new map made in four colors especially for this edition of the Texas Almanac, entitled "Texas for Tourists," is folded between the leaves of each volume.

There are more than 100,000 facts about the history, natural resources, crops, livestock, industries, commerce, transportation, finance, Government, politics, educational system, cultural institutions, and other phases of Texas economic, political and social development.



Buick Tribute to Texas

Tribute to Texas and the Centennial is paid in the Buick Forum of the Buick Magazine, conducted by H. H. Curtice, president and general manager, Buick Motor Company, Flint, Mich.

"The people of Texas, this year," writes Mr. Curtice, are celebrating the 100th anniversary of their State. In commemorating its glorious beginnings and the force which has powered its magnificent development, they are celebrating something far older and more durable than a century. They are celebrating courage. For the Lone Star commonwealth was rooted in courage and fed and nourished of it.

"In the siege of the Alamo, you will remember, Texans led by Travis and Bowie and Crockett fought like devils and died like gods. A handful, they were outnumbered overwhelmingly by Santa Anna's men. But they made up in heart what they lacked in numbers, stood steadfast to their posts in an exaltation of selfless patriotism, and wrought from the dust and flame and thirst and tumult a free land and an immortal glory, even as to the last man they died. The Republic they founded and cemented with their blood has become a State, the largest in the Union. It teems today with industry and commerce, with wealth and natural resources, with all the arts and facilities and blessings of advanced civilization. Yet nothing of all its treasure compares in value to the heritage which courage gave. The lesson lives, and will endure forever.

"There are Alamos in the life of every man and every business. There are times when neither logic nor wisdom nor prudence nor shrewdness will suffice. The call then is clearly to courage—to faith and devotion in a measure beyond that which calculation can approve and which the spirit alone can supply. These are the pivotal times, and where courage is not lacking the outcome is never without good.

"A long time ago, John Gay wrote, 'Who has not courage should have legs.' Texas refused the alternative and wrote

a nobler creed. It is in reverence to this that America as a whole joins with Texas in celebration of her Centennial, and of that spirit by which not only she but all men and all nations move forward in the progress of the world."

Railroad Purchases Up

Railroad purchases of fuel, material and supplies during the year 1935 aggregated \$593,025,000 according to complete reports filed by the carriers with the Bureau of Railway Economics of the Association of American Railroads. This is slightly below the 1934 supply bill, which amounted to \$600,224,000, but is higher than 1933 when they totalled only \$465,850,000. In 1929 the railroads spent \$1,329,535,000 for supplies.

Only in the case of fuel did the railroads spend more money last year than they did in 1934. The 1935 fuel item was \$232,723,000 whereas in 1934 it was \$217,294,000. Bituminous coal last year cost \$181,656,000; anthracite coal, \$3,464,000; fuel oil, \$41,995,000; and gasoline, \$3,001,000, while coke, wood and fuel for illumination amounted to \$2,607,000.

Forest products purchased, including cross ties, switch and bridge ties, both treated and untreated, timber and lumber for bridges and buildings, equipment, etc., both rough and finished lumber, and other items under this heading, amounted to \$57,367,000 in 1935 as against \$64,271,000 in 1934. Cross ties cost the railroads \$37,266,000 last year and timber and lumber \$17,178,000.

Iron and steel products last year cost \$156,914,000 as compared with \$159,758,000 in 1934.

Emulates Ziegfeld

The late Florenz Ziegfeld always insisted that the costumes of his follies girls be finished as exquisitely on the inside as on the outside. He said it made them realize that he spared no effort to make them feel their parts. No one questions his psychology.

Adapting that idea to commercial business, The Fuller Uniform Company, Browder and Young Streets, Dallas, manufacturers a line of smart uniforms, coats and jackets. They are not only sold in the Southwest, but also are shipped to Virginia, Maryland, and Pennsylvania.

Whether a person be in a profession, such as a doctor or a druggist, or in such occupations as nurse, waitress, beauty operator, or even a cook, the knowledge that he is correctly attired in a uniform that fits and will not fade, and is finished inside for his personal comfort, gives him confidence, according to Mr. Fuller, who is bringing the master showman's philosophy to everyday business.

Texas leads the Nation in the production of cotton, petroleum, cattle, sheep, horses, goats, mules, carbon black, sulphur and mohair.

Workers Listing Rooms to House Centennial Visitors

Fifty women began a house-to-house canvass of homes in Dallas and the nearby park cities this week to list rooms for the accommodation of visitors to the Texas Centennial Exposition.

The women, sent out by the Housing Bureau of the \$25,000,000 World's Fair are inspecting rooms already listed and at the same time listing others, explained Frank M. Smith, Director of the Bureau.

"Our aim is to list 50,000 rooms within a 50-mile radius of Dallas" Mr. Smith said. "We have invited people to come here this summer, and we must be prepared to take care of them adequately and comfortably, no matter how many are here at one time. For that reason, we are appealing to the people of Dallas and vicinity to list their rooms regardless of whether they care about renting them."

Mr. Smith pointed out that he and officials of the Dallas Automobile Club had worked out a plan whereby small reproductions of the Alamo will be erected on each of the nine cardinal highways leading into Dallas. Two young women will be on duty at each little Alamo through the Exposition opening June 6. They will provide travel information, information about the city and

Exposition, and can direct the visitors to accommodations in that vicinity.

The Housing Bureau has its offices in the basement of the old Y. M. C. A. Building on Commerce Street near the Dallas Public Library. Mr. Smith invited people not at home when the canvasser called, or who otherwise missed his representative, to telephone the Bureau and list their rooms. The telephone number is 7-9261.

Texas is the only State in the Union that has the right to divide itself without the consent of Congress. A joint resolution adopted by Congress March 1, 1845, providing for her admittance, gave Texas the unique authority to divide into as many as five States if the population is sufficient at any time her voters so decide.

Under a recently inaugurated plan, British railways are renting living quarters to vacationists as well as selling them transportation. These quarters, at selected country and seaside resorts, consist of converted railway coaches which are run to their sites on short spurs from the main lines.

They Seek Fifty Thousand Rooms



Frank M. Smith, director of the Centennial Housing Bureau, and a part of his staff, who are now engaged in listing and inspecting fifty thousand rooms to house Centennial visitors.

DALLAS BUSINESS

NEW CONCERNS — CURRENT STATISTICS — BUSINESS BRIEFS

New Concerns

One hundred nineteen new businesses were established in Dallas during the month ending April 15, including eight manufacturers, eleven wholesalers and distributors, thirteen engaged in the oil business, fifty retailers and thirty-five classed as miscellaneous. Included in the list are several branches of large National concerns established in Dallas to serve the Southwest. Businesses being established on the grounds of the Texas Centennial Exposition, to operate only for the duration of the Centennial, are not included in the above figures.

* * *

Manufacturers

J. H. Bichel Pattern Shop, 4321 Elm St.; machine shop and pattern makers.

Blanco Bleach & Products Company, 3314 Putnam St. (Love Field); manufacturers of household bleach, laundry bleach and fly spray.

Centennial Bakers, 3004 Ross Ave.; bakers.

Fruit Juice Company, 4310 Maple Ave.; bottlers.

Globe-Union Manufacturing Co., 800 Cadiz St.; manufacturers of storage batteries. (Previously announced. Plant now in operation.)

Highland Manufacturing Company, 515½ Jackson St.; clothing.

Mayo Products, Inc., 1121 Mercantile Bldg.; medicines.

Texas Oxygen Company, 2421 Alamo St. Building acquired and plant soon to be installed.

* * *

Distributors

Bennett Aircraft, Inc., Hangar No 1, Love Field; aircraft sales and service.

The Best Products Company, 2705 South Ervay St.; food products.

Brendle-Bruggen Company, Inc., 3808 Ross Ave.; tile.

Dazian's, Allen Building; theatrical and display fabrics. Home office, New York.

Distributors, Inc., of Texas, 1715 North Akard St.; distributors of Willys automobiles and Covered Wagon trailers.

Drilling, Kaleko & Sluyter, 224 Santa Fe Bldg.; diamond cutters, wholesale diamonds and rough diamonds. Home office, New York.

Hall & Hall, Inc., 2507 Pacific Ave.; stoves.

Theo. Hamm Brewing Company, 4017 Munger St.; wholesale beer.

Kirkhill Rubber Company, 1918 North Haskell Ave.; rubber products.

The C. C. Langevin Company, Second Avenue and Santa Fe R. R.; Western

Electric sound equipment. Home office, San Francisco.

North Texas Road Machinery Company, 800 Young St.; contractors' equipment.

Nu-Art Company, 1634 Bryan St.; manufacturers' agents.

Poult & Henderson, Santa Fe Building; wholesale furniture, factory representatives.

O. H. Sullivan & Co., 3216 Junius St.; oil refiners.

Texas Oil Products Co., 907 Dallas Bank & Trust Bldg.; oil products.

* * *

Oil Producing

Bell Oils, Inc., delaware corporation, capital stock \$50,000; granted Texas permit. Claude Bell, Burt Building.

Calto Oil Company, incorporated for \$10,000 by E. B. Germany, J. B. Burleson and S. Schickram. Continental Building.

Crude Oil Corporation of America, a delaware corporation, granted Texas permit, with Sol Goodell of Dallas as Texas agent.

East Texas Crude Oil Purchasing Company, incorporated by Freeman W. Burford and others; affiliated with East Texas Refining Company, Tower Petroleum Building.

The Geotechnical Corporation, 902 Tower Petroleum Bldg.; oil prospecting.

Hix & Company, incorporated for \$10,000 by William Hix, W. A. Rinaman and Alfred A. Sinz, to engage in the oil business.

Indiana Oil Company, Republic Bank Building; incorporators, John L. Herschbach, C. J. Siemoneit and E. Fred Herschbach.

Mocarz Oil Company, incorporated by H. H. Schwarz, et. al.; authorized capital, \$10,000.

Nair Oil Corporation, incorporated by David B. Meshevsky, M. Angrist and I. Zesmer.

Sherman Oil Corporation, incorporated by Sam Rips, R. E. Smith and William Ungerman.

Talco Oil Company, incorporated by L. S. Harper, H. M. Harper and Quinton A. Barrett.

CURRENT STATISTICS

BANK CLEARINGS

March, 1936.....	\$188,909,958
Last month.....	162,984,644
Year ago.....	158,327,579
First Quarter, 1936.....	534,044,212
First Quarter, 1935.....	459,418,582

BANK DEBITS

March, 1936.....	223,142,000
Last month.....	192,931,000
Year ago.....	170,171,000
First Quarter, 1936.....	634,986,000
First Quarter, 1935.....	501,650,000

BUILDING PERMITS

March, 1936.....	1,465,167
Last month.....	2,402,312
Year ago.....	341,549
First Quarter, 1936.....	5,088,574
First Quarter, 1935.....	1,095,048

POSTAL RECEIPTS

March, 1936.....	334,299
Last month.....	315,921
Year ago.....	310,790
First Quarter, 1936.....	976,747
First Quarter, 1935.....	899,331

LIGHT METERS

March, 1936.....	73,975
Last month.....	73,194
Year ago.....	71,280

TELEPHONES

March, 1936.....	76,097
Last month.....	75,439
Year ago.....	71,588

Dallas Home Building Approaches New High

There have been few times in the history of Dallas when there was as much construction under way in the residential districts as at present, according to George Works, president of the Dallas Real Estate Board.

Inside the city limits of Dallas there is a large number of homes being built in the Country Club Estates, in Stevens Park Estates and in many other sections. University Park, Highland Park West and additions north of the city are scenes of intense building activity.

So general has become the building that it is the subject of conversation whenever the welfare of the city is being discussed and the immediate future growth of Dallas is being predicted.

Most of the construction is in homes above the \$4,000 class, in new territory not previously built up, though there is a generous sprinkling of new homes on vacant lots in districts developed several years ago.

The homes are being financed through mortgage companies, insurance firms and with capital from individual lenders. Homes are being sold with substantial down payments, to real estate men an indication that the depression is over.

Not only in the residential districts, however, is there a revival of construction. New store fronts are being installed throughout the downtown district and several new industrial and commercial buildings are being erected. Interior remodeling and store enlarging are being reported almost daily.

Repair and beautifying of homes continues at a rapid rate. Added to the sales of paint, wall paper and lumber to the builders of new homes is a large volume of business from those who feel that economic conditions warrant expenditures that were postponed during the past few years.

This, plus the landscaping required for the new homes, has created an unusual demand for shrubs and flowers, and this industry, too, is feeling the tempo of a fast-moving city.

Announcements of new additions being opened, or to be opened in the near future, assures a continuation of building for many months to come.

Dallas Building Gives Employment to 10,000

Building permits issued in Greater Dallas during March totaled \$1,465,000 and mounted to the highest level since the prosperity period a decade ago.

Largely because of the construction of the Texas Centennial Exposition, the City of Dallas led the list with a monthly permit total of \$1,164,418. This total was six times the size of that for March, 1935.

University Park's permits amounted to approximately \$200,000 and were three times as great as those for the same month of last year. Highland Park issued permits for construction costing \$100,000,

which were twice those for March last year.

The city permits for March boosted the total for the first quarter of 1936 to \$4,312,784. This figure was only \$15,000 below the total for the entire twelve months of 1935.

The building boom is providing jobs for approximately 10,000 workmen, according to estimates.

Expansions

Retail Paint

The building at Pacific, Ervay and Live Oak has been completely remodeled and is now occupied by the Dallas retail branch of the Sherwin-Williams Paint Company.

Furniture Warehouse

The five-story building at the corner of Austin Street and Pacific Avenue has been purchased for a consideration of \$55,000 by the J. P. Awalt Company, wholesale furniture concern. The building will be remodeled and used as a furniture warehouse.

Meat Packing Plant

Substantial enlargements are being made at the plant of Wright & Patterson, meat packers, 5003 Holmes St. Added facilities will enable the company to enlarge its production and improve its service.

Federal Trucks

The Perry Motor Company, 615 Good Street, has been appointed distributor in the Dallas district for Federal trucks, manufactured by the Federal Motor Truck Company, Detroit. Complete facilities for service will also be maintained.

New Meat Warehouse

A new warehouse and cold storage building is being erected at Wood and South Lamar Streets for the Rath Packing Company, to house its Southwestern distributing branch in Dallas. The building will contain more than 10,000 square feet of space. The company's headquarters are at Waterloo, Iowa.

Clothiers Remodel

E. M. Kahn & Company, 64-year-old men's clothing establishment, is engaged in an extensive remodeling and redecorating program. The entire first floor interior is to be changed and the Main Street entrance remodeled and widened. New display fixtures, show cases and lighting systems will be installed.

Large Property Sale

One of the largest real estate transactions in retail property in Dallas was reported in April with the purchase of the two-story building at 1809 Main St. by Joseph H. Shaw from George H. Lang for \$127,997. The building has a Main Street frontage of approximately fifty feet, and was purchased as an investment.

Sign Plant Enlarges

Outdoor Electric Advertising, Inc., manufacturers of neon signs, have moved into larger quarters at 2229 Cedar Springs Road. The new location contains 10,000 square feet of floor space and provides room for a considerable expansion of the company's production. Watty Thompson is President, and Gene Boeckman and R. C. Sadler, Vice-Presidents.

New Cement Product

The Trinity Portland Cement Company of Dallas has perfected and is now producing a "high early strength" Portland cement. Use of this cement produces a finished concrete ready for service in twenty-four hours. Its use includes oil well cementing, oil field construction, highway work, bridges and building construction where speed is important and delay costly. It is marketed under the trade name "High Early Strength."

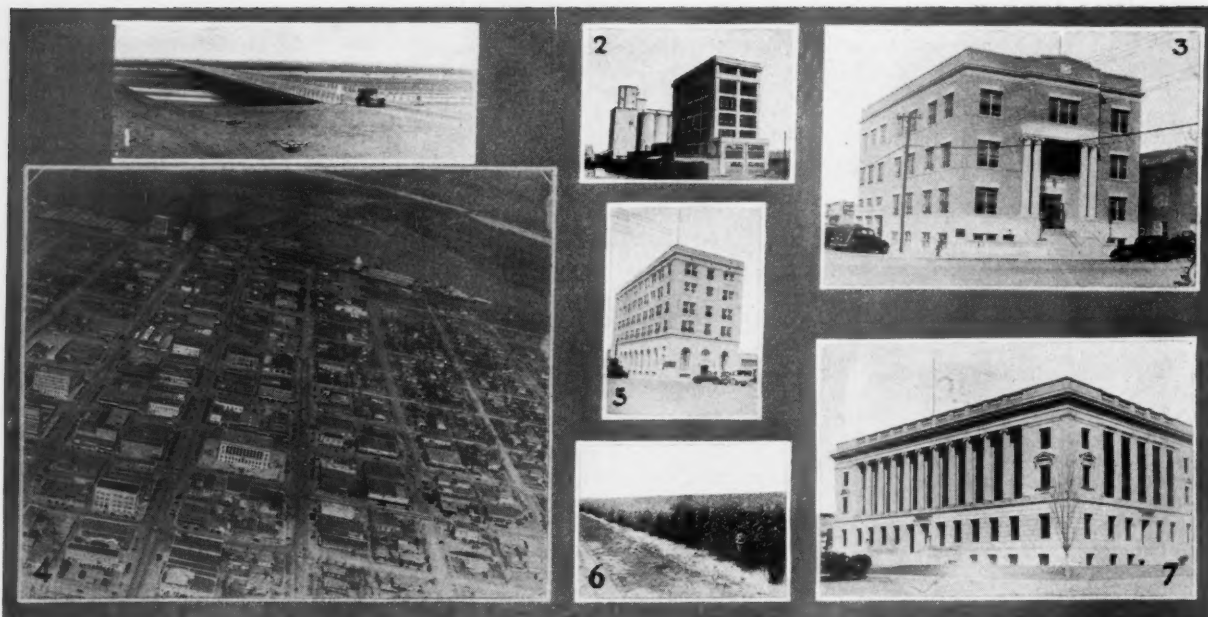
Makes Venetian Blinds

The Anchor Awning Company has completed a new building at its plant at 3921 Gaston Avenue, Dallas, to house facilities for the manufacture of a complete line of Venetian blinds for both residences and business houses. The new building brings the total floor space occupied by the company up to approximately 11,000 square feet. The company also designs and manufactures all types of awnings and a complete line of porch and lawn furniture.

Ventilating Equipment

The Dallas Engineering Company, 1115 Hall Street, pioneer manufacturers of airplane-type fans, have recently introduced several new pieces of equipment including a new ventilating hood marketed under the trade name Vent-A-Hood. This hood is installed over the cook stove and includes a centrifical blower for eliminating heat, smoke and odors from the kitchen.

The company has been manufacturing a line of fans and blowers in Dallas for eight years and now enjoys National distribution of its products. Warehouse stocks are maintained in Atlanta, Ga., Charlotte, N. C., New York, Chicago, Kansas City, St. Louis and Seattle.



1. Entering Texas from Oklahoma over Red River Bridge near Vernon. 2. Flour mill at Vernon. 3. Vernon's \$105,000 Municipal Building. 4. Air view of Vernon looking north—fertile Pease River valley in background. 5. Vernon bank and office building. 6. Sudan grass eight feet high, near Vernon. 7. \$376,000 County Courthouse.

Business Centers of the Southwest / / / No. 10 / Vernon, Texas



By L. A. WILSON, Secretary,
Vernon Chamber of Commerce

VERNON within the past fifteen years has taken a commanding position in the commerce, industry and agriculture of Northwest Texas. And what's more, it is clearly apparent that this position is being and will continue to be strengthened rapidly. These are not mere idle words, written for publicity purposes. They are on the lips of close observers every day—local people and visitors from afar.

Little more than fifteen years ago Vernon was a town of 5,000 inhabitants—very much like any other town of its size. Today, Vernon is a modern city in every respect with 11,000 people in its corporate limits, local estimates say, while Greater Vernon easily has 20,000 or more. Vernon's 1930 United States Census revealed 10,092 inhabitants, including 955 in West Vernon, an integral part of Vernon proper except for separate incorporation, and being only a residential addition to Vernon.

Situated in the heart of the highly fertile Pease and Red River Valley areas, occupying a distinct place of

urban leadership in a territory having a vast radius, and settled early by a sturdy race of pioneers who laid enduring foundations, the Vernon of 1936 has much more than ordinary prospects for the future, besides its rapid strides of progress thus far. The first beginnings of the city occurred in 1880, just fifty-six years ago.

Income From Three Sources

Prior to 1920 Vernon was almost exclusively a trading center for a small agricultural population in the surrounding territory. Now the agricultural resources have been expanded tremendously, and the city has three other main sources of income. They are oil, manufacturing and livestock.

Since the first discovery in 1920 of oil in paying quantities a few miles south of Vernon, the oil industry has developed into a major economic activity in Vernon. Wilbarger County now has 2,000 producing oil wells, and recent discoveries in new territory near Vernon indicate much additional oil development is to be seen. One important oil refinery

in this county, with headquarters in Vernon, has an annual capacity of 60,000,000 gallons of refined oil products. The Wilbarger County oil field payroll is more than \$1,000,000 yearly.

Agriculture in Wilbarger County alone, not to mention other important counties in the Vernon territory, produces annually \$6,000,000 to \$8,000,000 worth of farm commodities. Wilbarger County had 2,139 farms in 1930, according to the Government census. For the past twenty years, cotton ginnings in the county have averaged 45,000 bales per year, in spite of crop control programs of recent years. Wheat, oats, corn, alfalfa, grain sorghums, and many other field crops, besides vegetables and fruits, are produced successfully and abundantly in Wilbarger County.

The county's rural population is slightly over 15,000. Vernon is the only incorporated city. In 1930, the total county population was 24,579. It is now probably crowding the 30,000 mark.

While agriculture definitely holds the lead, cattle and livestock raising is an important source of revenue. One ranch

contains a half million acres, of which a quarter million are in Wilbarger County and the remainder in adjoining counties. Vernon is an important livestock market, and regularly attracts large numbers of horses, mules, cattle and hogs from a vast surrounding region, while buyers come from all parts of the State and adjoining States to buy livestock.

Manufacturing in Vernon

As a manufacturing center, Vernon has forty-five factories of various kinds, producing seventy-five different products, some of which are marketed in a score of foreign countries. These plants have an aggregate annual payroll of more than \$900,000, and their yearly output of goods is valued at \$5,000,000. They employ over 800 persons.

Still another significant development in Vernon within comparatively recent years is its importance as a distributing center. A dozen large Vernon wholesale enterprises serve a territory in Northwest Texas and Southwest Oklahoma which in some directions has as much as a 200-mile radius.

So important are the manufacturing and wholesaling concerns in Vernon that for the past six years the Vernon Chamber of Commerce has staged a Manufacturers and Jobbers Exposition each year for a three-day period in April, which has annually attracted 10,000 to 15,000 visitors. This year it was a main feature of Vernon's Centennial celebration.

The growth of Vernon as a commercial, industrial and agricultural center has been greatly accentuated by the finest of transportation facilities—six State and Federal highway outlets, five of them paved and the other now being paved; two railroads and an airport.

Vernon is prepared for and will have a heavy volume of Centennial traffic over its highways this year. With splendid hotels, theaters, cafes, apparel shops, department stores, and all classes of service institutions, the Centennial traveler will be adequately served when stopping in Vernon. Lake Kemp, the largest body of water in Texas, and known as "The Fisherman's Paradise," is only twenty-eight miles away, on a State highway.

The 517 business concerns and 3,000 homes in Vernon have access to all modern conveniences, such as ample electric light and power, natural gas, excellent and plentiful municipal water supply, sewer system, modern telegraph and telephone services, ten miles of street paving, and many other outstanding advantages.

Has Fine Public Buildings

The fact that Vernon is an unusually substantial city is reflected in its public buildings. The \$375,000 county courthouse, erected in 1929, is one of West Texas' show places. There is a municipal building costing \$104,000; a \$100,000 post office building, completed last year; eight modern public school buildings costing \$450,000; seven magnificent church edifices which cost \$501,650, three

modern brick hospitals; a \$20,000 Carnegie public library, and other buildings.

Fiscal affairs of local units of Government, city, county and school, are in fine condition, with low bonded indebtedness and comparatively low tax rates, considering the splendid services maintained.

Vernon has three strong banks. Their aggregate deposits on March 4, 1936, were \$3,116,753.23, a gain of more than ten per cent over total deposits one year prior. The combined resources of the three banks amount to \$3,585,975.63.

Vernon is widely referred to as "A City of Beautiful Homes." The clean, wide, well-kept streets, lined with beautiful shade trees, and the city's general appeal, all combine to tell the true story that Vernon is an ideal place in which to live.

Pump Plant Completes \$150,000 Addition

Work of enlarging the Dallas plant of the D & B Pump and Supply Company has been completed and the plant is now in full-time operation under its greatly augmented schedules. Enlargement of the plant was carried out under the direction of Charles D. Wagner, Vice-President and General Manager.

Additions to the Dallas plant consist of new buildings and the installation of modern precision machines for the manufacture of pumps, pump fittings and sucker rods, and involve an expenditure in excess of \$150,000.

Operating plans include a more progressive sales and service procedure, with emphasis on field service; as the new facilities will enable a much closer contact of the manufacturing, sales and service departments, as well as the best co-operation of these departments with the field departments of the oil companies.

Mr. Wagner has spent much of his time in Dallas supervising the expansion procedure, and after completion of the plant expects to devote a large portion of his activities to the districts that this unit will serve.

U. S. Population Now Around 127,521,000

The Bureau of the Census at Washington estimates the 1935 population of the United States at 127,521,000, as of July 1, last year.

The new figure represents a gain of 0.71 per cent from 1934 and a four per cent gain from 1930, when the last actual census was taken. Projecting the present rate of increase gives the Nation's population 1940, the next census year, as 132,000,000.

Indicative, however, of a slowing up in the Nation's population growth was the fact that the average annual increase since 1930 was 904,000, which is a little more than one half of the 1920-30 average.

The rate of gain in 1935 was the highest since 1931, when the population that year gained 0.83 per cent over 1930.

Increase in Automobiles

The year 1960 will find about forty-three per cent more motor vehicles traveling the roads of the United States, it is estimated by the American Petroleum Institute. A recent survey by Institute committees developed expectations that the 22,400,000 passenger vehicles registered in 1935 would increase about thirty-nine per cent in number to 31,100,000. It was estimated that the 3,600,000 motor trucks would increase in number to 6,000,000. Total registration for 1960 was estimated at 37,100,000 as compared with 26,000,000 for 1935.

It is estimated that the number of persons per car, 5.7 in 1935, will become 4.7 in 1960. Fuel consumption per car is seen as increasing from the average of 690 gallons per vehicle per year in 1935 to a peak of 730 gallons in 1940, and then declining to 670 gallons in 1960. While it is believed that the number of miles traveled by each car per year will continue to increase, it was predicted that there would be a decided trend toward cheaper and lighter vehicles consuming less fuel. There were indications of an increase in the use of Diesel fuels for heavy vehicles.

Huge Game Preserve

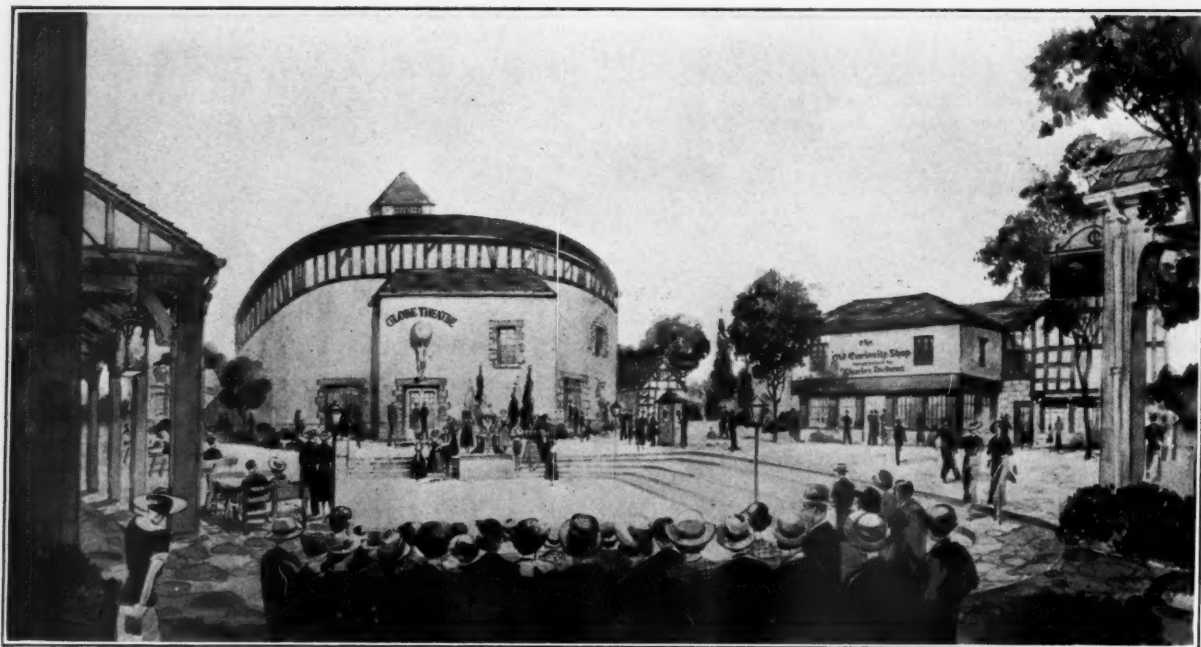
Plans for the establishment of a huge game preserve in Leon County, bordering on the Trinity River, are being fostered by the Game and Fish Protective Association of Texas. Sportsmen of eight counties will co-operate in the stocking of a 200,000-acre open range with 100 wild deer and 300 wild turkeys, to be secured from the State Game Department.

Counties organizing to make possible the establishment of the preserve include Houston, Brazos, Robertson, Anderson, Leon, Limestone, Freestone and Madison. The area to be restocked is thickly wooded, with numerous lakes and streams, flourishing grasses and other native resources to furnish an ideal habitat for deer and turkeys.

Despite efforts of the railroads and various safety organizations to impress upon the public the necessity for exercising greater precaution in passing over highway-railroad grade crossings, more persons lost their lives in 1935 in accidents at grade crossings than in any year since 1931, according to the Safety Section of the Association of American Railroads.

These reports showed that in 1935, 1,680 persons were killed in accidents at highway-railroad grade crossings. In 1934 fatalities resulting from such accidents totaled 1,554; in 1933, 1,511; in 1932, 1,525 and in 1931, 1,811.

Texas has 254 counties, the largest of which is five times bigger than the area of the State of Rhode Island.



Reproduction of Old Globe Theater, London's historic playhouse.

World Famous Attractions to be Seen on Centennial's Midway

THE happy capers of Alice in Wonderland were practically as exhilarating as Hamlet's soliloquy in solitary confinement compared with the wonders and the vows to be seen in Texas Centennial Exposition's gay Midway, where joy will be unconfined from June 6 to November 29.

Alice may have seen herself through the looking-glass, but she never saw a sylph-like dancer in a lion's den. Only Daniel, in Alice's time, could have told her about that, but after the Midway opens thousands will have inside information on it, for that stunt is to be one of a multiple number of amusing and amazing attractions along the gay bright way.

Between three and four millions of dollars have been tossed into Midway production and features in order that, if not a pot of gold at the end of the rainbow for the producers, there will be a rainbow of wonder and delight for those who come to look and listen.

Aside from the dancer, the lion and the den, all, you might say, in exciting juxtaposition, sightseers along the Midway may marvel at the living spectacle of an empire emerging from a wilderness in the heroic production of "Cavalcade of Texas," not a movie but a mighty drama of a Homeric epoch.

Old Globe Theater

And for those who would strut the boards of tragedy and drama in all their classic grandeur there will be the Old Globe Theater Players presenting the genius of Shakespeare and contemporary Elizabethans in exact replica of the famous Old Globe Theater of 16th century London.

Descending from the sublime to the ridiculous, there will be such blood-chilling "meller drammers" of the Gay nineties as "The Drunkard," "The Black Crook," "After Dark" and perhaps "Fireman Save My Chee-ild!" These will be repertoire at the "Queen of Texas," a happy-go-lucky landbound showboat. To see it is not to weep.

"There have been and no doubt will be other World's Fairs with a greater number of attractions and a greater area devoted to amusements," said General Manager W. A. Webb, "but I believe, and leading showmen have assured me, that the Texas Centennial Exposition will have the finest group of attractions so far presented. We have made every effort to avoid the cheap honky tonk atmosphere. In this we have been successful and yet we have a real show here. Colorful and dynamic, it will appeal to all tastes. Our Exposition nights will offer the visitor and Dallas resident a

diversity of smart places to dine and dance, shows of all sorts, and all the glamorous activity of a great Exposition."

Webb's statement followed his announcement of the arrival of John H. McMahon, Chicago showman, who staged "Streets of Paris" at A Century of Progress in Chicago. The producer is in Dallas to negotiate for a similar attraction here and while final details have not been worked out it is believed a contract will be signed shortly calling for a larger and better attraction than seen in Chicago. McMahon is one of the outstanding producers of Exposition attractions and has a notable background in providing brilliant diversities both in this country and abroad.

Concurrently with the announcement of McMahon's arrival, Nat D. Rodgers, managing director of Streets of All Nations, announced he had booked several stellar attractions for that section and within a few days will have passed the \$30,000 mark in strictly amusement enterprises. One of the features of the Streets of All Nations will be "an act that will make Sally Rand look like something in a tent show. It is a new novelty dance, artistic and beautiful in presentation, that we are importing from Vienna. It made such a sensation there that Hitler refused to let it play in a leading Berlin night club. It will not be seen either in Europe or America until it opens here," said Rodgers.

Sensation at Brussels

Another European attraction which has been booked for the Exposition is "Beauty and the Beast," a show which first saw the light of day in Brussels at the International Exposition. It will

be imported by Walter Sibley, noted American and Continental showman.

Lew Defour, now in Dallas and who will have attractions at the Exposition here, saw the show in Belgium last summer. "It is the greatest act I have ever seen," he said. A French girl dances in a cage of lions and tigers. That sounds tame until you realize that she wears little clothing to protect her from a sudden scratch by one of the big cats and she works without using a gun, whip or chair as most cat acts do. It was so dangerous that Joan Warner, the American dancer who made a sensation in Paris last summer, refused a large sum to be the dancer in the act. However, Sibley has taken over the show from the European producer and has an option on Miss Warner and two other European dance stars. Miss Warner wants to make a sensational American debut but Sibley is having a hard time to persuade her to take the risks involved in the act."

Nuremburg Cafe, now nearing completion, will be operated by Otto Mueller who ran the famous Old Heidelberg at Chicago. Entertainment in the Bavarian style with the traditional singers and instrumentalists will be a daily and nightly feature of this spot.

Little America, the \$50,000 Admiral Byrd show will be a complete replica of the famous Antarctic base of Byrd on his last expedition. The show will be completely air cooled and will house the most extensive collection of equipment and instruments ever assembled from a polar expedition. Admiral Byrd and his party will make several appearances at the show.

A novel shooting gallery idea will be presented by F. M. McFall of Fort Worth who has conducted this attraction at Southwestern fairs for several years. He will have an entirely new shooting gallery attraction at the Exposition this summer.

The biggest Ripley's "Believe It Or Not" show ever presented has been scheduled for Dallas. Opening on June 6 this attraction will run through the entire period with a permanent group of queer people and oddities and Ripley's organization will secure new attractions as they are discovered. These will be sent to Dallas prior to National tours. It will be one of the highlights of the Midway.

Night Clubs

Black Forest, the R. J. Sipchen production which scored such a success at Chicago will be presented on a larger scale in the Texas Centennial Exposition. Sipchen plans to spend a quarter of a million dollars building an ice rink which will stay frozen at the warmest temperatures, a Black Forest village and floor show for his night club. The floor show will be composed of principals and chorus performing on skates. Although smart and sophisticated in type, Sipchen will slant this show to the family party with moderate prices, yet a lively, but high class show will be featured.

Another attractive eating house on the grounds will be the Chuck Wagon, where

typical Western dishes will be served in ranch style. Several large scenic effects will produce a range atmosphere for the diners and a cowboy band and quartet will entertain.

Casa Grande is still another dining and drinking spot. A variation of the Parisian side walk cafe, this rendezvous will be situated in a patio in which a central fountain will be installed. Mexican and Latin American music will be the attraction there.

In addition to these attractions the producing firm of Dufour and Rogers will present a crime prevention show sponsored by Warden Lawes. The noted prison authority will be here for several days starting June 6 to open the show. Weapons used by police and criminals, finger printing, Bertillon methods, capital punishment as used in various states and a famous gangster's car will be shown.

This partnership will also have a location for their famous "Monster" show which will feature several large pythons and other Oriental and South American reptiles. Agents in the Orient and South America are now securing the specimens. The fer de lance and other deadly reptiles shown, heretofore, only in zoos will be brought to Dallas for this attraction. Dufour and Rogers will also offer their famous "two-headed baby" show, the only one of its kind now in existence. This was the midway attraction that was mentioned several times by Arthur Brisbane in his column following his tour of the Chicago fair. They will also have a midway cafe constructed in the Hawaiian village style.

Midget City and the Show Boat Music Hall as operated by Stanley Graham will represent an investment of approximately \$200,000. Graham, known as the

world's leading midget entrepreneur, will have over 100 midgets in his attraction here. He currently keeps seventy-five to 100 Lilliputians under contract. For his show boat playhouse, where he will present plays of the gay nineties and of even earlier vintage he hopes to obtain Jan Duggan, well known to Dallasites. She is now appearing in West Coast productions.

One of the most interesting attractions on the grounds will be staged by Tom Wolf, noted producer of religious shows and entertainments. He will present "The Walls of the Holy City," a replica of the Damascus Gate at Jerusalem. Inside will be a collection of religious art and relics featuring the famous "Last Supper" by Leonardo da Vinci, Italian artist. This is considered priceless as it is the lifetime work of one man and is a complete picture of the Last Supper done in mother of pearl.

Under the sponsorship of the Mayflower Doughnut Corporation the midway will have an attractive cafe in which the lowly doughnut will be king. This company has become a major business in the past eighteen years and maintains the largest egg cracking plant in the world in Fort Worth.

Glyma Orr, noted sportswoman, and Larry Bogart are producing "Days of Real Sport" show which will cater to the sportsman and woman. Diving acts, sports exhibits, log rolling and other attractions together with wild life conservation exhibits and lectures will be used in this show.

New Thrill Rides

One of the most unique and little known industries in the country, frog farming, will be shown in all its branches in a midway spot. Frogs legs from this



Midget City, Elaborate Centennial Midway Attraction.

farm will be served in the several restaurants on the grounds.

The Old English Village, including Old Globe Theater Players, Old English Inn and Curiosity Shop where British made articles will be sold, will be adjacent to the Midway. One of the high spots of two World's Fairs, this bids fair to be one of the leading attractions at the Texas Centennial Exposition.

Several major rides have been secured for the Exposition and, according to Mr. Webb, many more have been turned down because the Exposition will allow only those whose operation principals have a hundred per cent safety record. Of the rides picked, two are entirely new but thoroughly safety proof and promise to be leading thrill rides for the next few years. One of them, imported from England, is the Rocket Speedway, in which rocket cars whirl breath takingly around a banked arena. The other is a three-car figure-eight coaster. The three cars race abreast and the car having advantage in weight of its occupants and push off wins. Gravity principles govern its operation.

Other rides include the new flying scooter which has been receiving a three-month trial in Chicago. Driven and operated like a plane, it simulates all the thrills of aviation. A canal ride on an old-time river steamboat and several other rides make up the list.

Texas covers 262,898 square miles, comprising one twelfth of the area in the United States and is larger by 53,000 square miles than Germany. Russia is the only European country with a larger area than Texas. Texas measures 864 miles from the extreme east to the west of its border.

Finest in Art for Centennial Show

Art for interest's sake will key the exhibit of \$10,000,000 worth of paintings and sculpture being arranged for the Texas Centennial Exposition.

Schedule of the showing in the Hall of Fine Arts during the Exposition period, June 6 to November 29, has been marked on datebooks as one of the most important art events of 1936 ever since commissioning of Dr. Robert B. Harshe, Director of the Chicago Art Institute to assemble the collection of paintings for the City of Dallas' new museum in Exposition Park.

Collector in New York

With his experience of presenting an exhibit in his home city's world's fair that attracted 2,500,000 visitors, and at a quarter of a million dollars profit, Dr. Harshe told his plans when he visited New York to pick exhibits.

Assistant in the Centennial showing will be Richard Foster Howard, new director of the Dallas Museum of Fine Arts.

Dr. Harshe explained that in assembling the collection for this Texas celebration, he felt that the regional overtone should be respected and while, in certain places, he will emphasize the modern, he has no desire to do a show that would merely flaunt modern things which he happens to like. He added, unless it were made essentially modern all the way through, too much attention would be out of key.

Sculpture Featured

Here, specifically, is the way he is collecting material for the various galleries. There will, of course, be minor changes, but this in general will be the plan that the Centennial visitor will find next June. Inside the lobby at the main entrance,

will be an array of sculpture showing its developments from earliest times, with examples of Assyrian, Egyptian, Greek and Medieval periods.

In the first gallery will be a collection of primitives—very fine German, Italian and other European primitives, such as have never been seen in the Southwest. There will be a room of sixteenth and eighteenth century European pictures and a large gallery devoted to a group of international artists, including some of the Barbizon school and some contemporaries.

A smaller gallery will be devoted to nineteenth and twentieth century French art. A forward room will be devoted to Texas and Southwestern artists, and in another will hang thirty of Frederick Remington's pictures and some of his sculpture pieces.

In small galleries in the rear of the building will be three magnificent Mexican exhibits of Mayan and Aztec carvings, and four little galleries devoted to old master prints and contemporary etchings.

Massive Statuary

Three galleries will show contemporary American paintings, with a fourth devoted also largely to contemporary American works, but having a few examples of the best of earlier American art.

The sculpture will be some of the most massive ever shown in the Southwest. There will be in this court two or three full-size equestrian statues. Dr. Harshe was delighted with the fact that the court is to have clerestory lighting—that is, to draw its light from windows running around the top above, as was done in the old cathedrals, as it is most effective for sculpture.

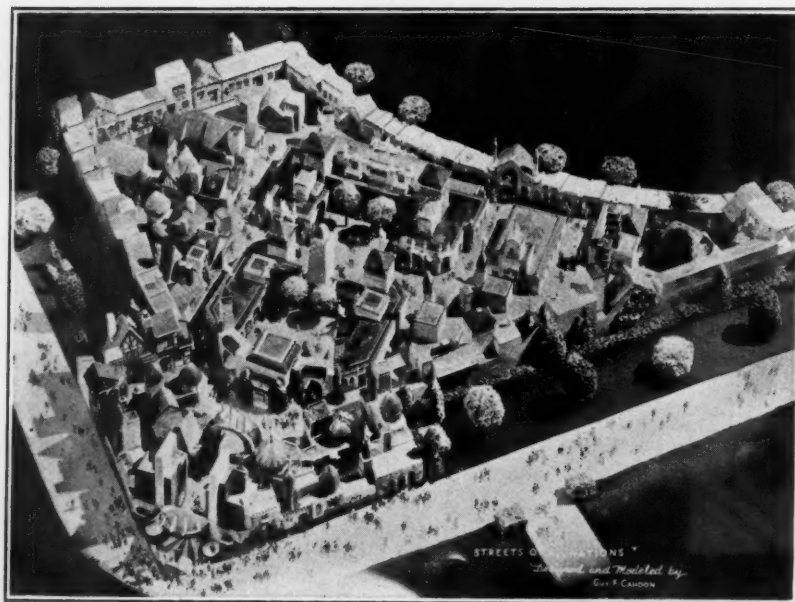
Lets Judges Decide

As to the Texas artists included, Dr. Harshe has not made definite enough investigation to speak finally, but his suggestion will be that standards of excellence be used in picking those invited to show which will make the Texas exhibit harmonious and creditable with the remainder of the exhibition. In order that no one man bear the difficult burden of selecting, he will recommend that the pictures be picked out by a jury of three competent judges.

Dr. Harshe expects to send Dallas ten million dollars worth of art, for which the Centennial has appropriated \$75,000 to assemble.

A solid copper skillet, chromium plated outside and in, which can be kept shining without scouring is now on the market. It's rust-proof, heats quickly and uniformly.

A new light, cellular face brick containing sixty-five holes, made from de-aerated clay, is now offered in standard and three and three-fourths-inch by five-inch by twelve-inch (105 holes) sizes, is said to afford efficient insulation.



Streets of All Nations, a Centennial Feature.

4,000 Floodlights Will Illuminate Exposition

About 3,000 floodlights are being shipped from the Lynn Works of the General Electric Company, to furnish the illumination for the main buildings at the Texas Centennial Exposition, and a thousand additional floodlights have been ordered to light several of the independent exhibitors' buildings, A. F. Dickerson, Manager of the G. E. illuminating laboratory, announced here today. Complete delivery has been scheduled for May 10.

"General Electric has also shipped a battery of twenty-four thirty-six-inch searchlights for spectacular lighting effects which will be a feature of the Dallas Exposition," he said. "The light from these searchlights is equivalent to the light from 1,440,000,000 candles."

One hundred and two street luminaires, specially designed for the Texas Centennial by J. W. Gosling, General Electric decorative designing engineer, will be used for permanent lighting within the grounds. The City of Dallas has also equipped the main business streets with 450 luminaires.

Most of the floodlights being supplied from Lynn are equipped with colored lenses, and red, green, amber, and blue lights will flood the Exposition buildings in continuously changing hues through the means of automatic control. This same control will also be used on one of the most important fountain displays.

C. M. Cutler from General Electric's Cleveland lighting laboratories, is acting as illuminating engineer for the Texas Exposition.

Motor Car Costs Go Down, Taxes Up

A decline of about seventy-five per cent in the average per horse power price of motor vehicles in the past ten years has accompanied an increase of 260 per cent in the average cost of taxes on gasoline "feed" for the mechanical horses!

Recent studies of the Automobile Manufacturers Association have disclosed that the average price of a motor vehicle in 1925 was \$31.50 per horse power. Today the average is only \$7.80 per horse power, or seventy-five per cent less.

Records of the American Petroleum Industries Committee reveal that while the average price of gasoline is about half what it was in 1925, taxes paid by consumers have risen from two cents per gallon to an average of 5.2 cents, an increase of 260 per cent.

Actually the increase is greater, for in addition to Federal and State taxes totaling 5.2 cents, there are county, city, and sales taxes. These are added to the already duplicating Federal and State levies.

Pages from Texas History . . No. 3

In 1896, beginning the third decade in the existence of Fakes & Company, our nation was beginning to show definite signs of recovery from the panic of '93.

During those trying years, Fakes & Company continued to furnish Texas homes, and then, as now, convenient credit terms made it possible for many to add needed beauty and comfort to their homes.

Now, as then, we are emerging from a trying era. Now, as then, Fakes & Company is improving its facilities, so the future may reflect as much progress in helpful service as has the time from '96 to '36.

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Dallas — Fort Worth
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SHAW-WALKER

THE famous "Built Like a Skyscraper" trade-mark — the man jumping in the drawer of a filing cabinet — originally stood for strength of construction in Shaw-Walker Files.

But the Shaw-Walker line grew rapidly. Safes, fire-protective equipment, steel desks and tables, and all kinds of filing supplies were added. The same fine skill in workmanship, the same honest materials that go into Shaw-Walker Filing Cabinets, go into every Shaw-Walker product, making it "Built Like a Skyscraper" quality.

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10,000 Words

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JACK HARPER, President

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1615 ROYAL ST. DALLAS, TEXAS

Brick Made of Glass Used by Centennial Exhibit Builders

By J. HOWARD PAYNE

It is but natural that comparisons will be drawn between the Century of Progress held at Chicago and the Central Exposition of the Texas Centennial. Nowhere can better evidence be found that the advancements of the two intervening years is reflected in the construction of the latter than in the use of brick made of glass.

By 1933 sufficient progress had been made in the development of glass brick for an exhibition building, which attracted marked attention, to be erected at Chicago by their manufacturers, the Owen-Illinois Glass Co. At the Texas Centennial glass brick are being used as a recognized building material, and will be found in exhibit buildings, fountains, the huge reflecting basin, and as a structural part of many of the beautiful buildings being erected for individual exhibitors. At Fort Worth an entire car load will be used in the magnificent Memorial Tower, Auditorium and Coliseum, which constitute the Centennial group there.

Striking improvements in both the utility and decorative value of glass brick have taken place during the intervening period, and the commercial use of this last word in building material will thus be demonstrated, and prove particularly interesting to the building public as well as to the building profession. Insulux glass masonry, as well as other important developments in glass for industrial purposes, will again be shown in the elaborate display which Owens-Illinois Glass Company is preparing for the Central Exposition.

"Conditioned" Light

The beauty and decorative appeal of glass brick are so obvious that their utility value can be easily overlooked, yet their largest use is the result of a dollar dividend which they pay in nonconductivity, more light, and "conditioned" light. Their nonconductivity results from the fact that each unit is hollow, and a partial vacuum, hence has a high resistance to the flow of heat; thus in winter they prevent the loss of interior heat resulting in a material reduction of fuel expense; in summer the light of the sun with little of its heat is admitted, making for added comfort during the heated term. In nonconductivity glass brick are equal to approximately ten inches of solid masonry, and are nearly four times as effective as single glazed sash.

The importance of light conditioning has long been recognized, and now through the use of glass brick it is attainable together with other advantages

which actually replace to the owner the entire cost of this material. Glass brick are translucent but not transparent, thus they admit the desired light and at the same time provide the necessary privacy. They completely eliminate glare, and so diffuse the light rays as to brighten up otherwise dark corners. Through their use genuine north light effect can be secured on the south side. The various patterns in which they are made serve the dual purpose of enhancing the appearance of the wall and of admitting just the amount of light desired. A glass brick panel built into an otherwise blank wall adds cheer to the interior, and shuts out exterior noises.

Glass brick is distributed in the Southwest by Fraser Brick Company of Dallas and San Antonio. The immediate acceptance of this material by the progressive builders of this section, and their alertness to new and worthy products, is attested by the large number of shipments now going into various parts of the Southwest.



Germany's Social Insurance Experience

A warning to America that Social Insurance is no remedy for unrest among laboring classes in time of economic crises is sounded by Gustav Hartz, former German labor leader, in an article prepared for the December Nation's Business.

"On the contrary," writes Herr Hartz, "Social Insurance in Germany not only failed to make the workmen contented and loyal citizens; it actually did quite the opposite."

Almost fifty years ago Germany established sick insurance for industrial workmen in Germany. The State wished to relieve the workmen of the anxiety for future disability when they might find themselves without earnings. It also wanted to stop their grumbling, to crush revolutionary aspirations; in short, to turn the workmen into contented citizens.

Plan Fails in Crisis

But, according to Hartz, every economic crisis swallows up the best organized social insurance and consumes its funds at both ends. The reason is that most social insurances are based, not on actuarial reserves, but on a system of funds sufficient to cover the demand. They do not accumulate in long spaces of time a sufficient capital for future payments. They live from hand to mouth, taking the premiums with one hand from the healthy and from the employed and paying them

at once with the other hand to the unemployed and sick.

In the unemployment catastrophe in Germany, the number of unemployed increased while the number of employed paying premiums continually diminished. Premiums went up from three to 6.5 per cent of the wages. While benefits were being reduced, wages were cut still more. This procedure in each case increased the social tension.

The results from sick insurance are no better, reports Herr Hartz. Pretenders and hypochondriacs are bred. The advertising of certain remedies and cures creates a medicine craze. A few years ago it was ascertained that four times as much money was used for doctors' fees and medicines for 35,000,000 people in insurances as for 30,000,000 uninsured. This was stimulated, unthinkingly, by a desire to get sick money.

Since the sick insurance has been in effect, the average number of days of incapacity to work because of illness has risen from 5.5 to 28 days, although health in general has considerably improved.



Dramatic Merchandising

A recent survey made during peak shopping hours and peak theatrical hours showed that it took ten times as much lineage to get one-half as many people down to the stores as to the theaters.

But with dramatic merchandising in momentum, it won't be long before tourists will visit the stores first, and the monuments afterwards, predicts Ruth McNerney in the October Nation's Business, in an article on dramatic advertising for department stores.

The time may soon come, says Miss McNerney, when it will be a common occurrence for a store to be obliged to hang out a "standing room only" sign. It may even be necessary to charge admission.

Ingenious examples of the dramatic art applied to department store advertising are cited by the writer. She tells of a furniture dealer who noticed the curious throng that gathered each time the janitor removed a piece from the show window. Attracted by motion. So a popular local girl was invited to live in the show window apartment for twelve hours, keep house, use the electrical appliances, cook, sew, play the piano, set the table with smart new dining accessories, serve tea to guests. Letters poured in.

"Orders?" eagerly inquired the manager. "Proposals," she admitted. But the orders came later.

Other retailers are dramatically alert too. Get a free shave with an electric shaver in an appliance shop. Thousands review a fat lady's corset show of girls who must keep up to 250 pounds or lose their jobs. A dealer digs up some group photographs of 1910, runs them in his ads with "Are you here?" and draws on a whole reservoir of reminiscences.

PHONE 7-9386

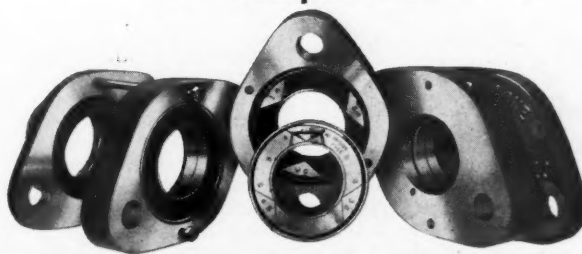
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The rings and cages, shown above, are so arranged that the inner rings lift from the rods on rise of pressure to reduce the pressure, yet when the compressor is idle they are so built that the joints are practically sealed tight. Orifices are provided for high pressures to by-pass the pressure around the ring pairs, thereby distributing the friction and causing each pair of rings to take its share of the load. Texacone Metallic Packing is particularly useful with natural gas and heavy vapors, and may be made resistant to sulphur or other chemicals.

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The Varied Industries, Electrical and Communications Buildings, bordering the Esplanade of Exposition Park, will cost \$425,000 and will be separated by terraced courts and bordered with attractive landscaping

Figures like this Spanish don will lend a romantic atmosphere to Texas' hundredth birthday.



An Exposition deputy Texas Ranger tells the Lone Star States' bird, the road runner, about the Exposition.



Texas Hall of State. This \$1,200,000 structure of native stone is 488 feet wide and 258 feet deep. Illustrious figures of Texas history will occupy the Niche of Heroes in its towering 80 foot center.

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Exposition Takes On Finishing Touches

THE finishing touches are being put on the \$25,000,000 Texas Centennial Exposition in a final sprint to the June 6 opening.

With contractors employing some 6,000 workmen, running from two to three weeks ahead of schedule on all jobs, Exposition officials expect to set some kind of record for World's Fairs by having everything in readiness a fortnight before opening day.

"There will be no loose ends when the Texas Centennial Exposition opens," promises Ray Foley, Works Director, "Keys have been turned over to us on three buildings and half a dozen others are ready for exhibitors. This is exclusive of the Administration, Maintenance and Municipal combination Police, Fire and Radio Station."

First of the twenty major permanent buildings to be finished was the Hall of Agriculture, then followed the Halls of

Foods and Beverages, Livestock No. 2, Varied Industries and Transportation. The remainder of the basic structures, which includes the Halls of Natural History, Horticulture, Domestic Arts, Aquatic Life, Fine Arts, Poultry, Negro Life and Culture, United States, Texas Hall of State and the Band Shell and Open Air Theater, are in final stages of construction and partly ready for occupancy.

Private exhibitors are at work on displays in the finished buildings and in several of those whose super-structure is complete. Exposition officials urge all private concerns to start their own preparations as soon as possible.

Two private concessions buildings, the Nuremburg Restaurant and the replica of the famous Roy Bean Jersey Lily Saloon and Court House, have been finished and a score of others have been underway for varying periods. The latter

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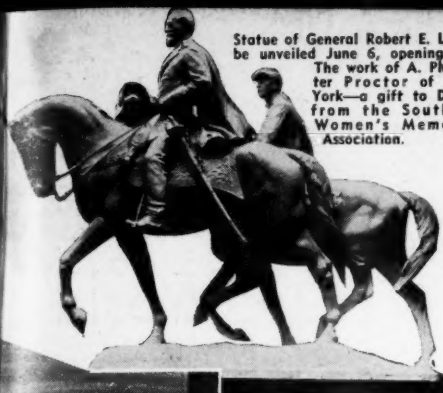
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DALLAS, TEXAS



Statue of General Robert E. Lee to be unveiled June 6, opening day. The work of A. Phimister Proctor of New York—a gift to Dallas from the Southern Women's Memorial Association.

the walls halfway up. Exhibitors were moving in a fortnight after construction had started.

Two Federal buildings, the United States Building and the Hall of Negro Life and Culture, have superstructures complete. The former, a \$325,000 job, includes a 170-foot tower. The latter is distinctive in that it will be the first time the Negro has had official participation in a World's Fair.

Delay in obtaining the native stone going into their walls has held up work on the \$1,000,000 Texas Hall of State and the \$400,000 Fine Arts Museum. Both will be finished before June 1, however. The latter will be the last of seven Dallas City buildings.

Additional projects are being started daily. Most recent are the Stephen F. Austin U. S. Army Camp, the C. C. C. Pavilion, the Dreyfuss and Skillern branch stores, the Southern Pine Association Model Home and half a dozen Midway concessions. Grading is underway on the world's largest stage, where the Cavalcade of Texas, gigantic dramatization of four centuries of colorful Lone Star history will be presented daily. This stage, 300 feet long, 240 feet deep and running from ground level at the apron to forty-five feet at the rear, will include several innovations in stage construction and mechanics.

Only the 46,000-seat Cotton Bowl and the 5,000-seat Auditorium will remain structurally unchanged during the Exposition. Lighting and sound installations are being made in the stadium and General Motors will partially remodel the auditorium to suit the requirements of their \$1,000,000 participation. It will be an example of model air conditioning.

The Texas Centennial Exposition boasts several unique features. It is the first World's Fair built for permanency. More than a score of its fifty-odd buildings are of permanent construction and will revert to the annual State Fair of Texas when the Exposition closes November 29.

The Exposition is believed to be the first National show of its kind to carry out its operations, including construction, on a cash basis.

Products of the soil, upon which the foundation for the Texas economic empire was laid, will be featured. The stories of cotton, livestock, oil and the many other products in which the State leads the Nation, if not the world, will be told in graphic detail in elaborate exhibits.

The third unusual point in connection with the Southwest's first World Fair is the fact that it will be finished, even to landscaping, when the gates swing open June 6.

Two comely maidens depict Texas history from the days of the Spanish Conquistador to the Texas Ranger.



—Cut Courtesy Conoco Red Triangle.

include the \$1,200,000 Ford Exposition Building, the \$50,000 Gulf Radio Studio, the \$75,000 Texaco Building, the \$65,000 Conoco House of Hospitality, the \$50,000 Hall of Religion, the \$35,000 Morten Milling Company Building, the \$50,000 Texas Ranger Log Ranch House, the \$50,000 Catholic Building and a dozen smaller structures.

As buildings rise, landscape architects rush in with trees, shrubs and other plants, to complete the landscaping while final decorative touches are being applied. All utilities, lights, gas, sewers, water and paving have been completed. Gates, fences, the lagoon and reflecting pool are well underway.

This \$25,000,000 first World's Fair of the Southwest is being financed by the United States, the State of Texas, the City of Dallas, the Exposition Corporation and private exhibitors. All but one of the Exposition Corporation's ten buildings are structurally complete. The unfinished \$75,000 Hall of Petroleum, of semi-permanent construction, was planned after the Chrysler Motor Company signed for the Petroleum wing of the \$400,000 combination Hall of Transportation and Petroleum. In less than two weeks the building was planned and blue printed and construction started by Exposition workers. A week after the foundation was laid the roof was on and

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Manufacturers of Special Millwork. Millwork furnished the following buildings at the Texas Centennial Exposition:

Food Products Building
Hall of Natural History
Horticulture Building

Fine Arts Gallery
Varied Industries Building
Band Shell & Amphitheater
Ford Building

TEXAS CUT STONE CO.

G. QUACKENBUSCH, Dallas Manager

Producers of

Cream, Shell and Gray Texas
Limestone

5219 Maple Avenue

DALLAS, TEXAS

P. O'B. Montgomery

BUILDER AND ENGINEER

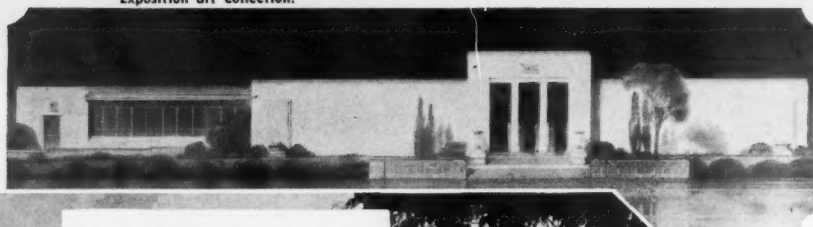
Field Office

Texas State Hall Building

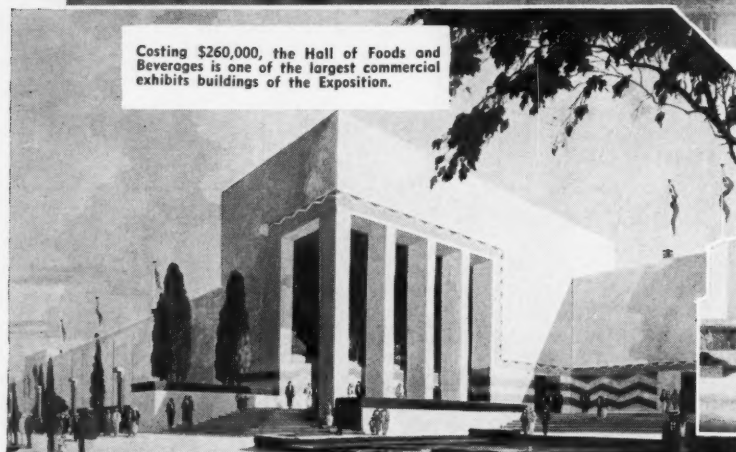
Phone 3-4191

DALLAS, TEXAS

The Hall of Fine Arts being built by the City of Dallas to house the \$5,000,000 Exposition art collection.



Costing \$260,000, the Hall of Foods and Beverages is one of the largest commercial exhibits buildings of the Exposition.



One of the most beautiful buildings under construction is the \$325,000 Federal Building.



Cut Courtesy Conoco Red Triangle.

Prosperity
Cut Across the
World's Br

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General Contractor on
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DALLAS, TEXAS

Thomas Building

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**Dallas Plumbing
Company, Inc.**

2425 McKinney

Phone 2-4103

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WATSON COMPANY

BUILDERS

SINCE 1889

DALLAS, TEXAS

REGARDLESS of size, an exposition is a short cut towards reaching the potential customer, due to its flash of display combined with the sure productivity of demonstration. Recent improvements in methods of exhibit display and commercializing will be employed for their greatest sales creating force at the Texas Centennial Exposition opening in Dallas on June 6. Every intelligent aid will be advocated, to give substantial benefits to the retailer's business—both immediate and future.

Appeal will be made to all the senses; touch, smell, sight, hearing and taste, as one of the first precepts of salesmanship and, as such, known and endorsed by everyone in any way connected with selling. Everybody buys something—to the intelligent user of all the tools at his command, goes the reward of added profits. Thus, the Exposition exhibitor helps his business and, consequently, that of every retailer associated with him.

Extent of this unparalleled volume increase is revealed with recently compiled statistics to the effect that sixty per cent of the throng coming through the gate will pass his booth or exhibit floor. Six out of ten—six thousand out of ten thousand—6,000,000 viewers of his wares when the ten millionth click of the automatic tabulator on the gate has sounded.

This tremendous audience is then passed on to the retailer in a receptive mood; they have been subjected to advertising in its highest, most subtle form. As very few exhibitors make an effort to close sales at the exhibit booth or floor, Mr. and Mrs. Public don't throw up

that unconscious barrier against being sold something—anything—that is erected at all other times. Being then, in the mood to listen and examine an item they do so intelligently and pave the way themselves for the local merchant back home to increase his sales volume by supplying them with what they have seen at the Fair and really appreciated for its full worth to them.

Figures are silent boosters for the Exposition: a bakery reports a production increase of 750 per cent due entirely to Expository display advertising in a comparatively small space of 200 square feet. A Nationally known vacuum cleaner organization secured prospects—many thousands of them—with an exhibit floor measuring 850 square feet, at a cost running fifty per cent less than all other previous methods—and proved that they were good prospects by selling through their retail organization thirty-five per cent of every registered visitor to the floor. A laboratory whose promotional efforts have resulted in a Nation-wide network of retail outlets, checked at a recent Exposition and discovered that over one and one-half millions of interested men and women attended their exhibit which measured only 776 square feet. One of the larger electrical accessory manufacturers signed over 6,000,000 visitors at their exhibit and mailed the cards to their dealer organization all over the country. A recent sewing machine exhibit developed leads which, passing into the hands of the sales forces, resulted in a National average of twenty-two per cent of sales closed.

R. F. Ball Construction Co.
GENERAL CONTRACTORS

C. E. STEMMONS, Dallas Manager

Fort Worth, Texas
300 S. Main Street
Phone 2-3888

Dallas, Texas
300 Insurance Bldg.
Phone 2-2979

**UNIVERSAL
BUILDING PRODUCTS CO.**

Builders Specialties

2200 Cedar Springs Avenue
Dallas, Texas

J. P. TRAVIS

PHONE 2-8125

Just a Short from the Corner via to New Trade



By W. B. SHERRILL

Cut Courtesy Conoco Red Triangle.

Tie-ins with an exhibit at the Texas Centennial Exposition are easily made by the dealer conducting his retail business, whether he be one mile or one thousand miles from the Exposition Park. He has only to reproduce on a small scale in his best show window or on an accessible area of his sales floor, the Exposition exhibit with which he wishes to tie in. Surprising indeed is the number of customers—both new and old—who stop to admire his miniature exhibit . . . and leave with a product of the item thus stimulated. The salesman whose "breadwinner" is favored with Expositonal display and publicity will, naturally talk it at every opportunity, on the correct assumption that a great majority of his listeners have recently visited the Centennial Exposition and stopped at his booth or floor.

The possibilities of educational campaigns based on exhibits are unlimited: co-operative groups—social organizations—and many others will prove a receptive audience who will study and interestedly comment on new ideas and suggestions pertaining to their daily shopping. At the Exposition, the throngs—in holiday mood—are beyond doubt, more open to adopting the suggested changes in their buying habits. An interesting and extremely profitable development of "directional shopping" has been, and surely, will again be the means of volume increases in the retail sale of household commodities through contacts made with women's clubs.

The \$450,000,000 which will be spent by manufacturers for premiums to serve

as retail sales promoters in 1936, will, advance reservations indicate, affect an appreciable percentage of the total attendance at the Texas Centennial Exposition. Past performances have definitely proved the sales stimulatng value of premiums offered through retailers and millions of visitors to the Exposition will preserve their proffered coupon, attendance record, or whatever is used, that they may avail themselves of the premium offer on their return to their home shopping district.

Most advertising men and many merchants have at their finger tips, instant knowledge concerning newspaper and periodical education, but Exposition circulation facts are limited to a comparative few. Many more are recalling, however, that eighty-seven per cent of all purchases result from an appeal to sight and are making their campaign plans to include Exposition display that their retail dealer organization may be benefited.

Levy Plumbing Company, Inc.

2107 N. Harwood
7-5177

Huey & Philp Hardware Co.

WHOLESALE HARDWARE
and
HOTEL SUPPLIES

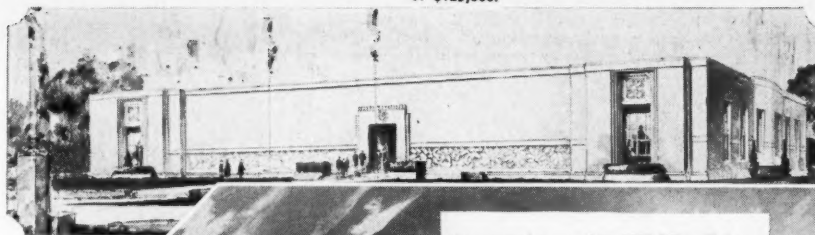
1900 Griffin Street

Phone 2-2461

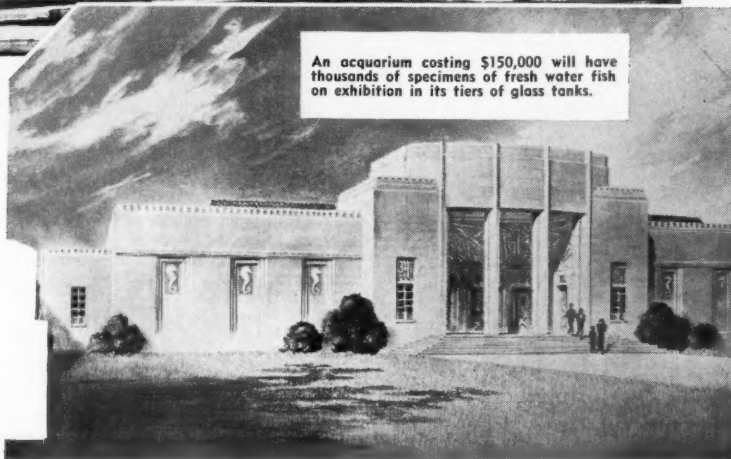
Williamson-Greer Co.

CONTRACTOR
3413 McKinney Ave.
Telephone 5-9896

The Hall of Horticulture derives its architecture from the primitive civilization of the Aztecs. It is being built at the cost of \$125,000.



An aquarium costing \$150,000 will have thousands of specimens of fresh water fish on exhibition in its tiers of glass tanks.



The Federal Glass & Paint Company

All Glass for the Building Trade
Zouri Store Front Construction
Vitrolite Structural Glass

Telephone 2-6146

1709 No. Market St.

DALLAS

Dallas Mill and Lumber Co.

West End Commerce Street
Phone 2-3091
Dallas
Millwork Furnished the Following Exhibitors:
Continental Oil Co.
Southern Pine Assn.
Kellogg Company
Stanard-Tilton Milling Co.
American Tel. & Tel. Co.

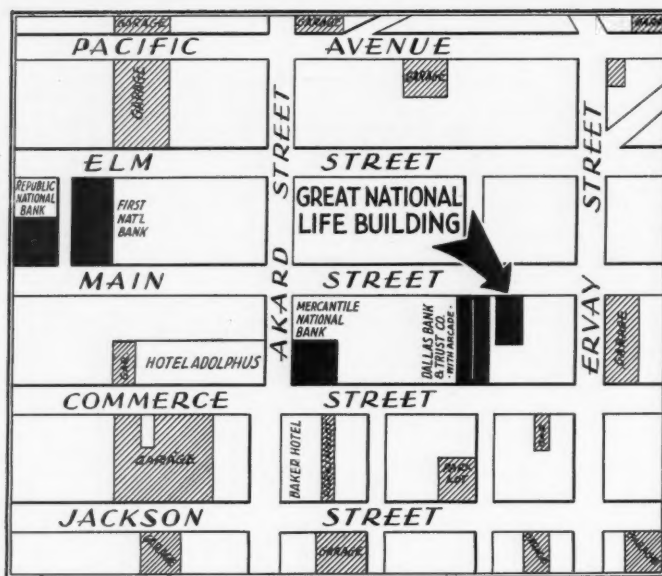
STEARMAN & SON

GENERAL CONTRACTORS
IN DALLAS SINCE 1902
613 Construction Bldg.
Phone 2-5086
DALLAS

A. J. RIFE Construction Company

General Contractors and
Engineers

Telephone 7-2933
1913 North Harwood Street
DALLAS, TEXAS



Don't Overlook Location

Nowhere in Dallas can you find a business office nearer the heart of things than in the Great National Life Building. Street car lines to any part of the city pass within a block. The finest garage facilities in Dallas are but a step away. Banks, restaurants, wholesalers, theatres right at your doorstep.

But location isn't all you'll find here. Offices are cheerful and quiet . . . all with outside exposure and every feature to add to the success of your business day. Rents are very low, you'll admit, when you see what you get for your money.

See Mr. Mote, Building Manager
Room 501 Phone 2-7138

Great National Life Building
1604-06 MAIN STREET DALLAS



The Hotel of Ideal
Southern Hospitality



SOUTHLAND HOTEL

MAIN TO COMMERCE AT MURPHY

MACO STEWART, JR.
President

JOE M. HALLAMAN
Manager

1935 Operating Income of Railroads Gains

Class I railroads in 1935 had a net railway operating income of \$500,071,924, which was a return of 1.93 per cent on their property investment, according to complete reports for the year filed by the carriers with the Bureau of Railway Economics of the Association of American Railroads. The net railway operating income in 1934 was \$465,688,586 or 1.78 per cent on their property investment.

Property investment is the value of road and equipment as shown by the books of the railroads, including materials, supplies and cash. The net railway operating income is what is left after the payment of operating expenses, taxes and equipment rentals but before interest and other fixed charges are paid.

This compilation as to earnings in 1935 is based on reports from 145 Class I railroads representing a total mileage of 237,661 miles.

This increase in net operating income in 1935, compared with 1934, occurred as the result of an increase in revenue due to increased freight and passenger traffic. The greater part of the increased revenue was, however, absorbed by higher operating costs, including complete restoration since April 1 of the wages of employees to the standard levels in effect prior to 1932.

Freight revenue amounted to \$2,789,335,328 in 1935, compared with \$2,633,399,094 in 1934, an increase of 5.9 per cent.

Passenger revenue in 1935 amounted to \$357,900,741, an increase of \$11,575,751, or 3.3 per cent compared with 1934.

Total operating revenues of the Class I railroads in 1935 amounted to \$3,450,495,032 compared with \$3,271,566,817 in 1934, an increase of 5.5 per cent. Operating expenses in 1935 totaled \$2,591,496,321 compared with \$2,438,789,520 in 1934, an increase of 6.3 per cent. The operating ratio, or ratio of expenses to revenues, increased from 74.55 per cent in 1934 to 75.11 per cent in 1935.

Class I railroads in 1935 paid \$236,790,337 in taxes, a reduction of \$2,831,495 or 1.2 per cent compared with 1934.

Twenty-six Class I railroads operated at a loss in 1935, of which eight were in the Eastern, five in the Southern, and thirteen in the Western District.

There was fifty-seven per cent gain in air express shipments for February, 1936, over February, 1935, while in poundage shipments of railway express showed an enormous increase. The month marked the beginning of the expanded service made possible by the consolidation of twenty-three domestic air lines with the Air Express Division of Railway Express Agency, and by special arrangement with Pan American Airways. Today, directly or indirectly, every city and town in both Americas is served.

24 Years

Dependable service to merchants of the Southwest.

Our location at 710 Main Street is in the heart of the wholesale district.

We carry for immediate shipment the largest and most complete stock of footwear in the South.

We invite you to make yourself at home with us.

★

Graham-Brown Shoe Co.
DALLAS, TEXAS

What Clicks!

100 years ago Sam Houston had an idea. It was a good one . . . it clicked with the pioneer settlers of Texas, it clicked with Andrew Jackson and the American public . . . it clicked with everyone with but one exception . . . General Santa Anna after April 21, 1836, did not like the idea so well.

Do your ideas click?

Does your advertising click?

Illustrations will help your ideas, will help your advertising.

Sam Houston was original in his ideas and won independence from Mexico . . .

Why not be original with your ideas—illustrate this originality and be independent with them?

HUGH CARGO

Top o' the Allen Building
Dallas, Texas



Convention Train



Above is pictured the Rexall Streamline Train, now on a 29,000-mile National tour. Styled a million-dollar convention train, it is being operated by the United Drug Company, of Boston, and in its tour of the United States and Southern Canada expects to entertain not less than 30,000 druggists on board at its numerous stops. Louis K. Liggett, president of the United Drug Company, and other company officials, are making the tour. The train is scheduled to be in Dallas on May 6.

◆◆◆

Petroleum Since 1857

Since 1857, when oil was first produced commercially in Rumania, 25,692,737,000 barrels of crude have been withdrawn from the world's underground reservoirs.

During the first forty-three years of production, 1857-1900, 1,742,218,000 barrels of oil were produced by all countries; this is slightly less than seven per cent of the total production 1857-1934 in about fifty-five per cent of the time. During 1934 alone 1,521,431,000 barrels were produced.

Since 1900 the rate of production has accelerated steadily, reaching its peak in the period 1921-1934, during which time 16,955,262,000 barrels of crude petroleum were brought out of the ground by all producing countries. This is sixty-six per cent of the total production from 1857-1934 in about eighteen per cent of the time.

◆◆◆

New Mexico Exhibit

The State of New Mexico has acquired 25,000 square feet of space at the Texas Centennial Exposition and will erect its own building to house a comprehensive exhibit.

The exhibit will depict the historical importance of Coronado's search for the "Seven Cities of Cibola" in 1541. The building will include a reception hall, an exhibit space for Indian craftsmen, miniatures of famous old missions.

A chapel in the building will contain an old mission bell cast in Spain in 1338 and brought to New Mexico by Franciscan fathers.

Chicken dinner to starboard!

"Here comes a rooster, floating by on a chicken coop! The repairman is rowin' out to catch him . . . we'll have chicken stew for supper!"

In the flood-swept little river town, only the telephone operators, remained, keeping the lines open for levee workers fighting the angry torrent. And at sundown, by long distance, the marooned office reported all well . . . and a chicken dinner in sight.

Good times and bad, it takes *people* to give you telephone service . . . men and women with the ability to do a good job in fair weather, and the courage to stay at their posts when emergencies threaten.

The entire specialized organization of the telephone system . . . this company, the expert staff of American Telephone & Telegraph Company, Bell Laboratories, Western Electric—exists for one purpose only:

To help the men who patrol the lines, and the women who work at the switchboard, do a better job of giving you good, economical telephone service.

Southwestern Bell Telephone Company

Dallas 4th Largest Life Insurance Center in the United States . . .

Those who have pioneered in the Life Insurance business of Dallas, as well as those who have more recently come into this great insurance family, can alike be proud of our city as an outstanding Life Insurance center . . . ranking fourth in the entire United States. The impressive volume of insurance business written in Dallas is a genuine tribute to the character and judgment of our citizenship.

CONTRIBUTING COMPANIES

Great National Life Insurance Company
1301 Main Street

United Fidelity Life Insurance Company
Texas & Pacific Building

Southland Life Insurance Company
Southland Life Building

Fidelity Union Life Insurance Company
Wholesale Merchants Building

Southwestern Life Insurance Company
Southwestern Life Building

Gulf States Security Life Insurance Co.
Gulf States Life Building

International Travelers Assurance Co.
Medical Arts Building

Some of the Life Insurance Executives in an Enviably Position Occupied



DENNIS G. COLWELL
Manager, Midland Life
Insurance Co.



DANIEL BOONE
President, Midland Life
Insurance Co.



E. F. WHITE
General Agent, Connecticut
Mutual Life Insurance Co.



EARL B. SMYTH
President & Treasurer, Fidelity
Union Life Insurance Co.



CARR P. COLLINS
Chairman of the Board, Fidelity
Union Life Insurance Co.



WALTER C. TEMPLE
Resident Supt. of Agencies,
Ohio National Life Ins. Co.



HORACE F. BECKHAM
Associate Gen'l Agent, Minnesota
Mutual Life Insurance Co.



GEORGE R. LEE
General Agent, Commonwealth
Casualty & Insurance Co.



M. H. HALL
General Agent, Globe Life
Insurance Co.



VINCENT GRAINGER
Field Supervisor, Northwe-
stern National Life Ins. Co.

May 11th to 17th should be LIFE INSURANCE WEEK for You

Sixty-five Million (65,000,000) Policyholders have in force more than One Hundred Billion (\$100,-000,000,000) Insurance in Force on their lives.

The figures, involving the greatest institution ever conceived for the protection of mankind, are almost too staggering for the human mind to conceive. They are important, however, because they represent the confidence justly reposed in America's safest financial institution.

With that in mind, YOU should take just a little time this week to take inventory of YOUR life insurance. And, in that connection, let us urge you to keep these things in mind:

- (1) Buy your life insurance from an established legal reserve life insurance company.
- (2) Establish a full-time representative of one of these companies as your advisor in life insurance matters and give him your fullest confidence.
- (3) Think of your life insurance in terms of the income it will bring to you or those to whom you owe protection rather than in terms of the face value of the policies you hold.

And, ask yourself honestly . . . Have I ENOUGH Life Insurance?

and Companies Responsible for the ped by Our City . . . Dallas



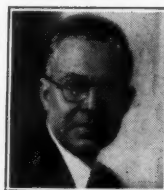
D. EASLEY WAGGONER
Vice-Pres. & Gen. Mgr., United
Fidelity Life Insurance Co.



HARRY L. SEAY
President, Southland Life
Insurance Co.



A. C. RAINES
Agency Director, Great South-
ern Life Insurance Co.



E. P. GREENWOOD
President, Great Southern Life
Insurance Co.



J. P. ROBINSON
Superintendent of Agencies,
West Coast Life Insurance Co.



A. C. PRENDERGAST
Regional Agent, The Travelers
Insurance Co.



W. A. DIFFEY
Texas Manager, Capitol
Life Insurance Co.



TOM P. STEPHENS
Manager, American National
Insurance Co.



ALBERT W. HOGUE
Manager, Business Men's
Assurance Co.



R. BARNEY SHIELDS
Manager, Dallas Agency, Great
National Life Insurance Co.



"That's My Bank"



Thousands of men and women refer to the FIRST NATIONAL as "That's My Bank." Why?

Because they find here a modern bank that serves their every banking need efficiently and pleasantly. For us this brings a feeling of accomplishment because it is the constant effort of all of us—directors, officers, employees—to create just such friendliness for this bank.

FIRST NATIONAL BANK

IN DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

FIRE—HURRICANE—TORNADO—HAILSTORM

In every catastrophe for the past third of a century Republic's dependability has been unquestioned. Today its full seven and a half million dollars of assets are solidly behind every policy it issues.

*A Company with the
business man's viewpoint*

REPUBLIC INSURANCE COMPANY

Fire

Dallas, Texas

Allied Lines

CULLUM & BOREN CO.

Manufacturers, Jobbers and Retailers

of

SPORTING AND ATHLETIC GOODS

Bicycles, Toys, Household Goods and Lawn Supplies

1509-11 Elm Street

Dallas Rail Head in Washington Hearing

Declaring that the Wheeler-Crosser Bill, which would prohibit any reduction in railroad employment without Governmental approval, places an unwarranted restriction on railway management in this country, J. L. Lancaster of Dallas, President of the Texas & Pacific Railway, recently appeared before the House Interstate and Foreign Commerce Committee in opposition to the measure.

Mr. Lancaster spoke particularly from the standpoint of the railroads operating in the Southwest, a section of the country, he said, which is far from complete development and where conditions in the way of new enterprises are constantly changing, with especial reference to the oil fields.

"We have been called upon frequently to provide transportation facilities with the striking of new oil wells," declared the witness. "We have laid miles upon miles of track, set up terminals and yards, furnished loading and other facilities to take care of the first flush, and then when we have enabled them to move their product and have gone to considerable expense in assisting in their development, pipe lines have been constructed and the railroad facilities virtually abandoned.

"This has happened over a period of a very few years in several sections, and if this proposed law had been in effect we would have had to receive permission from the Interstate Commerce Commission or some other regulatory body to recover some of this equipment and use it elsewhere or else allow it to stand idle and rust or rot. We could not have dismantled any of these facilities of our own volition under this bill. We would have had to provide employment for the men who might be affected through this change, a condition over which we had no control, or paid them for their unemployment. And we could not have done that for any length of time and kept ahead of the sheriff.

"This bill places an unwarranted restriction on railway management in this country—a restriction which is not placed on those transportation agencies with which we are forced to compete. The railroads should have just as free a hand as possible in providing facilities to meet traffic conditions. The Texas & Pacific Railway has not spent money on new equipment or extending its plant simply for the sake of spending it. The money was spent because of the changing conditions and to provide service to meet the demands that were being made on us.

"Railroad employment is hazardous at the best. There are good times and bad times. We have our peak periods and then depression. We have no control over such things, and it would be a most serious mistake to fix by law the number of employees who must be taken care of by the railroads regardless of what might develop. Railroad managements,

as well as their own employees, should be permitted to exercise their own judgment and ingenuity in meeting these conditions."



Mail Order Catalogs as History Sources

The mail order catalog of yesteryear is becoming a valuable source material for the historian and a text book for students of manners and customs.

A mail order catalog for 1896 provides its own commentary on change.

An item which has disappeared from later issues was heralded as a "Fine Solid Gold Fancy Chased Toothpick and Earspoon, Retractable at Will."

Next to the fashions in men's and women's clothes, the book section probably was the best index of America's changing taste. Among the author's listed were Marie Corelli, Hall Caine, "Bill Nye," and James Fenimore Cooper. Prominently featured were such classics as "Ten Nights in a Bar Room, and What I Saw There," and "Grappling With the Monster, or the Curse and Cure of Strong Drink."

High shoes with needle pointed toes occupied a great deal of space in 1896. The "Feel Ezy" was the men's favorite, while the "Ladies Dongola Blucherette," for \$2.95, was the ultimate in women's footwear.

How quickly the "progress" of one period becomes the museum pieces of another is within the experience of a generation. As a reference book for understanding the evolution of the American standard of living, the endless serial of the mail order catalog realistically reveals the item and detail of the comforts and conveniences by which life on the American plan has been lived.—Nation's Business.



Dallas on New System of Passenger Lines

A new coast-to-coast, border-to-border passenger bus network, touching Dallas, has been formed through the association of several large railway-controlled high-way transportation systems.

The system, to operate a total of approximately 200,000 miles daily over the highways of the country, is to be known as the National Trailways. It is made up of a group of eight transportation companies, including the Santa Fe Trail System, the Burlington Transportation Company, the Missouri Pacific Transportation Company, the Frank Martz Company, the Safe Way Lines, the Rio Grande Motor Way, the Denver-Salt Lake & Pacific Stages and the Denver-Colorado Springs-Pueblo Motor Way.

The group will operate as an association, making possible continuous passage on one ticket to all parts of the country. A managing committee is made up of officials of the eight bus lines.

The Business Man and His Bank



Because he is both a depositor and a borrower, the business man regards his bank with a different attitude. . . . As a depositor, he wants to do business with a bank in which he has confidence. . . . As a borrower, he selects a bank with foresight and understanding . . . a bank to which he can turn for loans to carry on his business. . . . Because the Mercantile National so thoroughly measures up to this modern attitude is why such a large number of business men have chosen it as their bank.



Mercantile National Bank

AT DALLAS

In the Magnolia Building


Adleta Show Case & Fixture Mfg. Co. OFFERS YOU . . .

a line of Display Equipment designed and
built to sell more merchandise PROFITABLY

Our designing facilities are at your disposal
. . . No obligation . . . Call us today . . .
Phone 2-4144

Adleta Show Case & Fixture Mfg. Co.
1900 Cedar Springs

Dallas, Texas



The Gunter Hotel

Center of Everything

IN SAN ANTONIO

**A.M. "ARTIE" COMPTON
MANAGER**

"KLERKOLD" ICE

Trade Mark Reg. U. S. Pat. Office

Owned and Operated by Dallas People

DALLAS ICE FACTORY

1110 Hall St.

Dallas, Texas

Dial 8-4191

Manufacturers SINCE
1906 *of* **BUSINESS ENVELOPES**

HESSE

Envelope Company

DALLAS 2-3292

Origin of Oil Still Unsolved Mystery

MAN is still seeking the origin of oil, industrial lifeblood of today's machine age. Under the sponsorship of the American Petroleum Institute, the search for oil sources begun several years ago is being continued with the cooperation of scientific organizations, domestic and foreign government bureaus, and individuals.

Scientific research is being employed in seeking the source of where once the "wildcatter," or oil prospector, gambled by drilling undeveloped territory. It is believed that with further progress it will be possible to ascertain not only the sources of oil, but also to determine in what regions the chance of discovering hidden subterranean oil pools is greatest.

In the light of present knowledge, structure, sand, and source are requisites to an oil pool. Productive pools have been found on poor structure, and even treacherous sand conditions have yielded substantially, yet many wells have been drilled where both structure and sand conditions were favorable, but oil was lacking. Deficient source now is believed to explain the failure of the Tomball field on the Gulf Coasts, of the Wheeler Ridge field in California, and of other fields, to produce satisfactorily despite favorable indications.

The research work in oil sources now is considered of vital importance not only in the search for new oil areas and fields, but also in connection with other studies, such as the migration of oil underground. While sporadic work has been done in studying migration, particularly as to how far and how rapidly oil can move through porous sands and rocks, definite conclusions cannot be reached until the origin of oil is known.

Under the direction of Dr. Parker D. Trask, of the U. S. Geological Survey, Washington, D. C., the Institute's research project began with a study of the oil-forming ability of the muds and sands of ocean bottoms. Virtually all known oil fields are in, or associated with, rocks that once were such muds and sands. In this study Dr. Trask and those cooperating with him analyzed samples of mud and sand taken from the bottom of the Seven Seas.

The second stage of the work, now in progress, involves collecting and studying the formations associated with known oil fields, the knowledge gained in the first stage being applied in the second. While those engaged in the task say that possibly five years remain before thorough understanding is reached and the origin and sources of oil are known exactly, the work of the past three years has narrowed steadily the broad field of theories as to the origin of oil. Each newly-discovered fact has been a direction marker pointing the course of new research.

Results obtained already have proved useful, and the work is seen as entering the stage where each year's findings not only will add to man's knowledge of the

origins and sources of oil, but will be of material aid in solving many of the petroleum industry's production problems.



Tax Conscious

How to make 127,000,000 people tax-conscious is, perhaps, the most important issue the nation has ever faced. On every hand we see fantastic wastes, extravagances, overlapping, duplication, tenacity of job-holders, and the inherent expansive quality of Government in its regulatory and paternalistic roles.

Too few of us discern even the obvious manifestations of the increasing expense of politics, deficits, defaults, bankrupt cities, the lengthening list of tax delinquents, and the back breaking burden upon the individual.

Still fewer see the evil effects upon enterprise. As more and more is taken from the national pool of productive labor to be spent on unproductive overhead, there is by simple arithmetic less and less for capital investment which creates and provides continuous employment of men. There are those who believe that the phenomenal progress of the American people has been due to the fact that with little government and, therefore, little expense compared to older nations, large amounts were available for new men-employing enterprises.

In 1850 about one cent of each income dollar went for government expense, leaving ninety-nine cents for productive effort. In 1900, government took six cents of each income dollar (and spent seven and five-tenths cents); in 1929, government took twelve cents (and spent sixteen). In 1934 politics took a toll of nineteen cents out of every productive dollar, and spent thirty-five cents.

Government expenditures today represent more than one-third of all that the people receive for crops grown, commodities produced, and personal services provided. Merle Thorpe in Nation's Business.



The 1,400,000-acre King Ranch at Kingsville is larger than the State of Delaware. The front door of the ranch house, the finest in the world, is eighteen miles from the main gate.

James N. Tardy Company

First Mortgage Loans

Real Estate Investments

REPUBLIC BANK BUILDING TELEPHONE 2-8185
DALLAS

Jno. P. Bounds & Son

Decorations

Booths—Floats—Flags

Complete Convention Service

Telephone 2-3931 2012 Commerce

FLOYD WEST & CO.

SUITE 925 SANTA FE BLDG.

Phone 2-1438

STATE MANAGERS for the following companies:

Anchor Insurance Co.

Fulton Fire Insurance Co.

Guaranty Underwriters, of Merchants Ins. Co.

Hanover Fire Insurance Co.

Homeland Insurance Co.

Mercury Insurance Co.

New York Equitable Underwriters

Northwestern Fire & Marine Insurance Co.

Western Fire Insurance Co.

Globe-Rutgers

Central Surety & Casualty Co.

Saint Paul-Mercury Indemnity Co.

Western Casualty Co.

DIAMONDS



of Rare Beauty and Value

At Everts you have a great comprehensive stock of the very newest and most beautiful diamond creations from which to choose at the very lowest prices we believe you will find. May be show you?

*Everts on the box adds much
to the gift, but nothing
to the cost.*

Everts Co.

Jewelers—1616 Main

The City of Arlington

Arlington is located midway between Dallas and Ft. Worth on the Highway Broadway of America. It is the seat of North Texas Agricultural College and three other important institutions, the Home for Aged Masons, Eastern Star Home, and Arlington Downs. Arlington has a beautiful municipal park with up-to-date swimming pool and golf course, of which there is none better anywhere to be found. Its mineral well is famous over the United States for its medicinal qualities, and superior to any other mineral water in Texas. From it is produced Arlington Mineral Water Crystals and which is manufactured in the City of Arlington with the most modern equipment of today. These Crystals will keep their full mineral content in your medicine cabinet until used.

For Further detailed information about our city, address your inquiry to Benton Collins, Secretary, Arlington, Texas.

Texas Abstract & Title Co.

F. B. DUNLAP, Active Vice-President

Republic Bank Building

Phone 2-5276

Dependable Abstract and Title Insurance

Postal Telegraph-Cable Company

"The World's Fastest Telegraph Service"

1011 MAIN STREET

Dial 2-6401

Put On A New Front !!

The Texas Centennial has put a new front on Texas. The Central Exposition has put a new front on Dallas. We've fallen in line . . . we are putting up a new front.

Millions of visitors will come to Dallas and to Texas during these next few months. Have you fallen in line? Check up on your office equipment. Would a new desk in your office look nicer? Come in and look our line over.



WE CAN HELP YOU TO PUT UP A NEW FRONT

INTERNATIONAL TRUCKS

Sales
and
Service

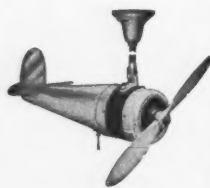
1215 S. Lamar



Dallas
Branch

Telephone
7-8726

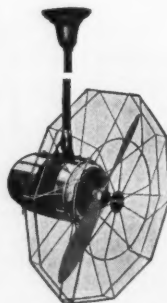
Dallas Fans Are Manufactured In Texas



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Excise Tax Provisions Hurt Export Trade

EXCISE tax provisions in the Revenue Act of 1934 are held detrimental to the restoration of a foreign trade which fell off sixty per cent during the depression, a loss of \$3,500,000,000 to American agriculture and industry.

Despite the protests made by high Governmental officials at the time, these tax barriers to revival continue. In a special message to Congress, President Roosevelt requested reconsideration of the Act, which was further criticized by Secretary of State Hull, who, with an eye on foreign trade relations, said:

"I wish to put before the committee my judgment that these proposed taxes would not carry substantial benefit to any important branches of American industry or agriculture. On the other hand, they would be very likely to lead to such new complications in various branches of domestic industry and in our trade relations with other countries as to accentuate the difficulties now faced by American agriculture. They would be likely to interfere gravely with plans for developing new trade interchanges between ourselves and the rest of the world."

Experts with the Department of Agriculture, after making a thorough study of the excise tax provisions of the proposed revenue act of 1934, made a full report to Secretary Wallace, stressing the burden on exporting industries. This report concludes:

"It will not be convenient here to enumerate the main items in our export trade with all of the overseas areas which would be directly affected by the proposed excise tax. The Philippines, from which we import practically all of our coconut oil and about three-fourths of our copra, will suffice as an example.

"In 1932 about sixty-one per cent of our exports of iron and steel sheets (galvanized) went to the Philippines; about thirty per cent of our exports of dairy products (chiefly condensed and evaporated milk); some twenty-seven per cent of our exports of cotton manufactures; and nearly ten per cent of our exports of wheat flour.

"Altogether in that low-trade year, we exported nearly \$45,000,000 worth of products to the Philippines, including \$9,881,000 worth of cotton manufactures, \$4,060,000 of petroleum products, \$3,200,000 worth of vehicles, \$2,448,000 worth of tobacco products, \$1,810,000 worth of dairy products, \$1,741,000 of industrial machinery, and \$1,718,000 of wheat flour.

"It is especially noteworthy that agricultural products constitute an important part of our exports to the Philippines, amounting in 1932 to nearly \$7,000,000, or, in other words fifteen and four-tenths per cent of the aggregate value of our exports to all countries of tobacco, dairy products, wheat flour, fruits and vegetables."

President Roosevelt in his message to Congress urged some compromise meas-

ure, and in the spirit of compromise the Guffey-Dockweiler bill (S. 3004—H. R. 8000) was drafted, removing the objectionable features of the excise tax in the Revenue Act of 1934; but so far this bill has been permitted to lie in committee, unconsidered and without a hearing.



Summary of Economic Status in Mexico

A summary of economic conditions in Mexico is contained in the following announcement of the Ministry of National Economy:

"In connection with a number of more or less alarming stories recently spread in regard to the economic situation of our country, this Department considers it of public interest to publish in condensed form a number of data it has lately been releasing for the daily press, and through its own organs.

"These figures are exceedingly important, for they give a perfect idea of the progress of Mexico in an economic sense.

"The actual figures furnished by the Department of National Economy, which afford a complete view of the present situation of this Republic are as follows:

- "1. Mexico's balance of trade is highly satisfactory. In 1935 the value of our exports amounted to 750,000,000 pesos; in 1934 they reached 644,000,000 pesos; while the figure for 1933 did not exceed 365,000,000 pesos.
- "2. Unemployment has shown progressive diminution since 1932, in which year there were 378,679 men out of work, until in last December there were only 182,792 unemployed, despite the fact that the population of the country has increased, until it is now 18,218,200 persons.
- "3. Electric power production, than which there is no more faithful index of the Nation's industrial progress, last January established a record for Mexico, of 192,000,000 kilowatts.
- "4. Unrest among the workers is due to a process of readjustment of the basic factors of production, these being, of course, capital and labor.
- "5. Industrial activities in 1935 yielded substantial profits, for forty enterprises distributed dividends to their shareholders averaging sixteen per cent.
- "6. The rise in prices registered in the period from February 12 to March 16, a rise ranging from thirteen to twenty-five per cent, is unjustifiable and illogical, for it takes place at a time when increased purchasing capacity of the working classes is so slight as to be hardly noticeable."

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The Centennial of Texas Is the Centennial of Beaumont

Beaumont received its name and started on its career in 1836. A city is celebrating a centennial with a state! The River Neches, coming from the primeval forest and running down over the flat coastal prairie to enter the Gulf of Mexico at Sabine Pass, gave Beaumont the natural position for the establishment of commercial ventures in lumbering and cattle raising.

In 1901, with the opening of Texas' first great oil gusher on the outskirts of Beaumont, the Spindletop oil field attracted national attention. A new commodity seeking a world market had arrived. Refineries were built but the railways were not able to handle their immense output. An entrance had to be made for great tank steamers. Beaumont matched money with the Federal government and in 1916 the channel to the Gulf had a minimum depth of twenty-six feet. The total tonnage in 1917 was 674,058. There was a rapid development necessitating a deeper channel. Within five years the channel was deepened to 30 feet minimum.

Regular steamship services connect Beaumont with the ports on the Atlantic Coast, with Cuba, Haiti, San Domingo, Puerto Rico and other Latin American points, and also with the great overseas shipping centers. The Neches River has become of immense importance to the Southwest and has played a large part in making the great Centennial picture of progress presented by Texas this year.

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Fulton Built Bag Plant in Dallas in 1905

In 1870 (sixty-six years ago)—during the period of reconstruction after the Civil War, the Fulton Bag & Cotton Mills was established in Atlanta, Ga. In 1878, the year Sam Bass and his desperadoes held up four Texas trains, and when Dallas had but 5,000 population, Mr. Max Ortlieb was employed to sell Fulton Bags in Texas and the great Southwest. In 1887, seven years before the first horseless carriage was seen on the streets of Dallas, and about the time cottonseed meal was coming into use as stock feed, Fulton opened a sales office in Dallas, Texas.

Texas Pioneer Bag Factory

In 1905, at the time Spindletop was gushing oil and giving Texas its first really great oil field, Fulton Bag & Cotton Mills, with unbounded faith in the ultimate development of Texas and the Southwest as a great agricultural and



Mr. Max Ortlieb
56 Years



Mr. Adolf Mayer
Manager
42 Years



Mr. J. C. Smith
Superintendent
41 Years

manufacturing section, established the pioneer Texas bag factory over Padgett Bros. Saddlery Shop on lower Commerce Street in Dallas.

Two years later larger quarters were necessary. A factory then was built on its present site, where 80,000 square feet of floor space and about 200 employees are now devoted to the manufacture of bags of all kinds, tents, tarpaulins and other textile products, many of which

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31 Years



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are used in the four corners of the world.

Fulton bags carry Texas and Southwestern-made products to many sections of the world. Fulton flour sacks have served for domestic purposes of the peons of Mexico, the dusky Latins of Central America, the blond Nordic of Northern Europe, as well as underwear for many American children.

During the pioneer days Fulton wagon covers protected many a Texas pioneer and his family against the elements during long treks over the Plains of the Southwest. Today Fulton truck covers protect the merchandise of many shippers on hauls over the broad, paved highways throughout the country.

Not once in all these years, during war and peace, want and plenty, has Fulton service to the bag, tent and tarpaulin users of Texas and the Southwest been interrupted for any reason whatsoever. Never has there been any labor trouble, and an understanding between employer and employee has always kept the labor turnover at a minimum. There are today many employees with one, two and even three decades of faithful service. Here are just a few with an aggregate service of over two centuries, headed by that Texas pioneer bag salesman, Mr. Max Ortlieb, with fifty-six years, and Mr. Adolf Mayer, Manager of the Dallas plant, with forty-two years of continuous service, practically all with the Dallas plant.

Fulton Bag & Cotton Mills has a mill in Atlanta, and factories in Dallas, New Orleans, St. Louis, Minneapolis and Kansas City, Kansas.

New Directory Lists Texas Manufacturers

ATTENTION of those interested in the industrial progress of Texas is directed to the announcement by Dr. F. A. Buechel, of the Bureau of Business Research of the University of Texas, concerning the publication of the revised edition of the Directory of Texas Manufacturers.

The Directory, of which this is the second edition and which the Bureau expects to publish biennially, has been enlarged, revised, and brought up to date in an effort to present as clearly and concisely as possible a true picture of Texas industry at the present time.

Since the publication of the first Directory, January, 1933, as of July 15, 1932, many changes, National and worldwide, have taken place which have affected industry in every section of the United States. A study of the Directory pages reveals the effects of many of these changes and influences on various Texas industries.

More than four hundred manufacturing plants have been closed since a survey was made in 1933, while approximately one thousand new firms have been established since that time. It is particularly interesting to note the advancement made by certain types or classes of industries for the three-year period. Petroleum re-



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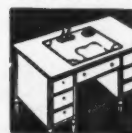
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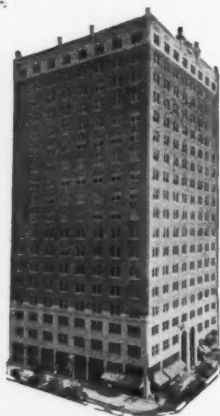
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fining has shown a steady increase both in number and capacity of refineries in operation. The recent establishment of new plants for the manufacture of heavy chemicals indicates the possibilities for the development of this type of industry in Texas.

Canning Plants Increase

The number of plants engaged in the canning of fruits and vegetables has shown a substantial increase, both in the Rio Grande Valley and in other sections of the State. For instance, the present Directory lists twenty firms now canning fruit juices, in contrast with one manufacturer listed in 1933.

Although Government restriction of cotton planting has resulted in the curtailment of production, the number of plants processing cottonseed and its by-products, shows a gain. This is noted particularly in the number of edible-oil refineries reported; twenty-five are listed in the 1936 Directory as compared with five mentioned under the heading "Cooking Oil" in the 1933 edition. In making comparisons, however, attention is called to certain changes in classifications made in the present edition, also, to the greater number of manufacturers reporting, and to the more detailed information submitted in the reports.

The first section of the Directory lists the names of the manufacturers alphabetically under the towns. Opposite the name is a letter or symbol indicating the distribution of the products manufactured. The subject headings are arranged alphabetically, listing under each subject the names of the manufacturers of the various products.

The number of towns listed has almost doubled since the publication of the 1933 edition; partly, because of the inclusion of classes of industries omitted in the previous issue. The total number of pages has increased from 122 to 185.

The chief purposes of the Directory are to stimulate interest in Texas manufactured goods at home and abroad, and therefore, create a larger market; to advertise Texas industries outside as well as within the State; and to serve as a convenient and reliable guide, and quicker means of contact, between those who buy and those who sell Texas products.

Freight car loadings in the second quarter of 1936 are expected to be about 9.5 per cent above actual loadings in the same quarter in 1935, according to estimates compiled by the Thirteen Shippers' Regional Advisory Boards. On the basis of these estimates, loadings of the twenty-nine principal commodities will be 4,984,325 cars in the second quarter of 1936, compared with 4,551,737 actual loadings for the same commodities in the corresponding period in 1935.

It is 740 miles from the extreme east to the extreme west of Texas, and 825 miles from north to south. It is farther from Texarkana to El Paso than to Chicago or Atlanta; farther from Northwestern Texas to Brownsville than to Bismarck, North Dakota.

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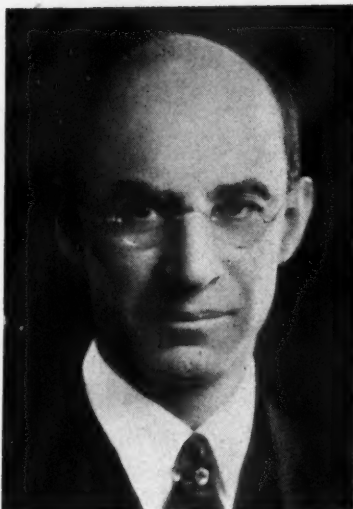
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James Lee Loomis

Dallas Agency Wins Insurance Trophy

James Lee Loomis, Hartford, President
of the Connecticut Mutual Life Insurance
Company, will visit Dallas on May 2 and
3 for the purpose of presenting the Pres-
ident's Organization Trophy of that com-
pany to the E. F. White Agency of Dal-
las for the best agency development work
among the sixty-eight agencies of that
company for the year 1935.

Mr. Loomis, besides being President
of the \$268,000,000 Connecticut Mutual,
is a director in the New York, New
Haven & Hartford Railway, is a director
in several banks and trust companies in
Hartford, and is Past President of the
Hartford Community Chest.

He will address a meeting of agents
and policyholders of his company at the
Baker Hotel at 11:00 a. m. on May 2.
His subject will be "The Financial Out-
look." The Dallas agency of the Con-
necticut Mutual which is being awarded
the President's Trophy has paid for over
\$10,000,000 of life insurance and annu-
ities during its first three years of op-
erations, thereby breaking the company's
ninety-year record for production of a
new agency. Mr. White attributes much
of the marked success of his agency to
the steadily improving business condi-
tions prevailing throughout the Dallas
trade territory.

◆◆◆

Chemical Society Meets in Dallas in 1938

After several years of effort on the
part of local chemists and the Con-
vention Department of the Chamber of Com-
merce, Dallas has been awarded the 1938
spring convention of the American
Chemical Society. It will bring 1,500,
last five days and have fifteen group
meetings under way at the same time.
Dr. N. C. Hamner, vice-chairman of the
Central Texas Section of the Society,
was chairman of the invitation commit-
tee, and Dr. May L. Whitsitt of Southern
Methodist University attended the con-

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vention at Kansas City in April, personally aiding in the invitation. The convention has never been held in Texas. It is considered of extreme importance to Texas, as many of these chemists represent the Nation's largest industries, and field trips in connection with the convention may develop utilization of some of Texas' undeveloped resources.

Among conventions recently choosing Dallas for meetings this year are: Association of Operative Millers, June 1-5, attendance 500; National Oil Scouts Association, May 29-31, attendance 500; Texas Retail Dry Goods Association, Sept. 6-8, E. P. Simmons, Dallas, president; International Catholic Alumni Association, Oct. 10-14; 412th Telegraph Battalion Reunion, July 23-25; American Motorcycle Association, Aug. 1; Delta Delta Sigma Fraternity, September.

Chief Sidney Hansen of the Dallas Fire Department handled the invitation which secured the March, 1937, convention of the Southwestern Association of Fire Chiefs for Dallas, this year's meeting being held at Shreveport. The Southwestern Social Science Association has voted to meet here in April, 1937, as has also the Cactus Region, Girl Scouts of America.

May Convention List

Connecticut Mutual Life Insurance Co. sales conference, May 2.

Texas American Automobile Association, May 2.

District Foreign Missions Convention, Presbyterian Church, U. S., May 5-6.

State Baptist Sunday School Conference, May 5-6.

American Gas Association, Natural Gas Department, May 5-8.

North Texas Piano Playing Tournament, May 10.

Texas Cotton Growers' Association, May 12.

Texas Graduate Nurses' Association, May 13-16.

Dallas District Delphian Assembly, May 15.

National Association of Building Owners & Managers, May 24-27.

National Oil Scouts Association of America, May 29-31.

Southwestern Compress and Warehouse Association, May.

American Institute of Electrical Engineers, S. W. Students Branches, May.

State Board of Nursing Examiners, May.

New Members

Jaynes & Campbell, Dallas Bank & Trust Building; accountants. W. H. Jaynes.

H. A. Carter & Company, Dallas Bank & Trust Building; accountants. H. A. Carter.

T. J. Galbraith, Slaughter Building; architect.

Kribs & Landauer, 200 Houseman Building; mechanical engineers. Charles L. Kribs.

Grayson Gill, 502 Great National Life Bldg.; architect.

United Auto Supply Company, Inc., 2123-25 Main St.; automotive supplies

and replacement parts. Manuel Bloom.

R. F. Hicks Company, 1217 Main St.; savings and loan (farm and home). R. F. Hicks.

P. B. Arrington, 1202 Athletic Club Bldg.; real estate and developments.

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PLATING

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New Members

The following firms have been elected to membership in the Dallas Chamber of Commerce:

Buckspan Furs, 1619 Main St.; furs. A. Buckspan.

Olde Master Studios, 1713½ Live Oak St.; portrait photographs. E. W. Lovelidge.

John W. Westbrook Company, 801 Fidelity Bldg.; oil well drilling. John W. Westbrook.

The Pacific Mutual Life Insurance Company of California (Investment Dept.), 1701 Republic Bank Bldg.; mortgage loans. Frank H. Garrott.

Jean's Hosiery Shops, 115 North Ervay St., and 1802 Elm St.; retail hosiery. Frank Katzenstein, Shreveport, La.

Goldl Neckwear Company, 1111 Commerce St.; neckwear manufacturers. Saul Goldl.

Louis Sacks, 1009 Commerce St.; wholesale shoes.

Ar-Lene Lingerie Company, Fox-Coffey-Edge Bldg.; lingerie manufacturers. Walter Bone.

Standard Fixture Company, Inc., 1006 Commerce St.; display fixtures. Harry Cohen.

Sol Harris & Company, 1005 Commerce St.; men's and boys' clothing manufacturers. Julius Harris.

Dave Fox 1010 Commerce St.; wholesale men's clothing.

Mike Cohen, Wholesale Merchants Bldg.; ready-to-wear stock house.

Mell Brin, 901 Jackson St.; ready-to-wear stock house.

Wilkinson Brothers, 2501-3 Commerce St.; wholesale radio parts and sound equipment. Elliott Wilkinson.

Burdett Oxygen Company, 3002 Williams St.; welders' equipment and supplies. Glenn Gammon.

Mayhew Machine & Engineering Company, 2713 Commerce St.; machinists. H. W. Mayhew.

Hudson & Hudson, Great National Life Bldg.; real estate. Alex D. Hudson.

DeWitt & Washburn, 1013 Praetorian Bldg.; architects. E. A. DeWitt.

New Budget Subscribers

L & L Manufacturing Company, Wholesale Merchants Bldg.; dress manufacturers. L. J. Lissauer.

Mike Bierner & Son, 1005 Commerce St.; millinery manufacturers. Mike Bierner.

Budget Increases

The following firms and individuals have made substantial increases in their annual subscriptions to the budget of the Dallas Chamber of Commerce:

Olive & Myers Manufacturing Company.

Consolidated Millinery Company.

Singer Sewing Machine Company.

Arthur A. Everts Company.

L. J. Sharp, Hardware.

H. P. INGE, Pres. (Inge Constr. Co.)
PORTER LINDSLEY, V-Pres. (J. W. Lindsley & Co.)
W. J. FUSTON, M. Am. Soc. C. E.,
Engineer & Gen. Manager

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Harry H. Houston.

Tests Show Highways Need to Be Lighted

By a series of after-dark tests upon a motor highway, street-lighting specialists of the General Electric Company have determined that pedestrians are almost invisible to motorists upon unlighted roads, even with automobile headlights playing full upon them, unless the pedestrians might be wearing white suits.

Three experiments were conducted, two of them with all highway lights extinguished. In the first a man in dark clothes stood about a hundred feet in front of an automobile, the headlights of which were shining. The man could not be seen from the car, and in the ordinary course of events he would not be discovered by the motorist until the latter was so close to him that only a very sudden stop would prevent him from being run over unless he himself got out of the way in ample time.

In the second experiment a man wearing light-colored clothes and holding a white handkerchief stood at the same distance. The man's figure could be made out in plenty of time for the automobilist to avoid him, and the white handkerchief was particularly easy to pick out.

In the third experiment the highway lights were turned on and the pedestrian, wearing dark clothes, was vividly revealed in silhouette against the glow of the lights.

The conclusion reached by the lighting specialists was that in only two ways can a motorist discern pedestrians upon highways at distance after dark. They can be seen if they wear light-colored clothes, preferably all-white clothes; or if the highway has adequate highway lights.

As it is out of the question to expect that every one who walks along the highways will dress in white, the only alternative is to properly light the roads. It is not sufficient to depend upon automobile headlights alone, according to this demonstration.

Such conditions as described are to be met with principally upon public highways beyond the limits of cities and towns, where the road passes through open country without sidewalks. Such highways are always more or less used by walkers at all hours of the evening.

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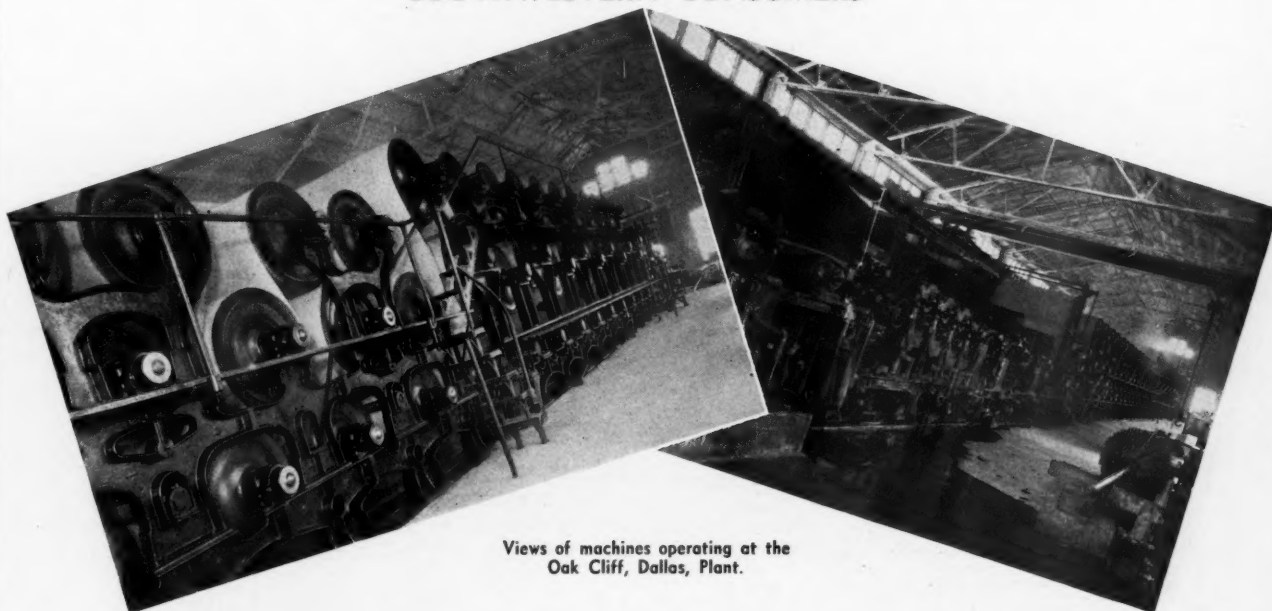
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